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BOWSER BOOMER



Vol. XVII

January 1, 1918

No. 1

1918 is Here

Begin again! Forget past discouragements and failures. Be constructive, optimistic. Build health and strength into your body.

One earnest attempt at accomplishment will warm you with contagious enthusiasm, quicken your mind, vitalize your initiative and bring your goal distinctly before your line of vision.

Force your life up the channels of your personal ambitions. Make 1918 yield you those things to which you have given your best thoughts. Do the work you want to do. Become the man you want to become.

In all this appreciate that to the degree in which you are serving others, you are serving yourself.

TABLET CUTTERS

STANDING OF FORTY HIGH MEN - DEC. 24, 1917

1 E. L. Milliron.....Harrisburg	21 J. T. Gibbons Washington
2 W. B. Stamford.....Harrisburg	22 G. P. Dickey St. Louis
3 W. V. Crandall Denver	23 C. C. Fredericks Railroad
4 J. J. Connelly Chicago	24 N. Mattingly Denver
5 K. F. Hessenmueller, Harrisburg	25 H. T. Purdy Atlanta
6 R. S. Johnson New York	26 B. A. Deffler Tri-State
7 G. W. Scott New York	27 H. Dalgaard New York
8 R. Coddington Denver	28 W. M. Booker Harrisburg
9 R. W. Jewel Denver	29 C. H. King Toronto
10 J. G. Phipps Ohio	30 F. M. Kennedy San Francisco
11 H. A. Vortigern Harrisburg	31 R. D. Leonard Harrisburg
12 F. H. Peeples New York	32 W. H. Trammell Atlanta
13 C. R. Eggleston Albany	33 J. A. S. Meyer Memphis
14 A. G. Hartgen Harrisburg	34 E. L. Veirs San Francisco
15 W. A. Armstrong ..Fort Wayne	35 W. C. Smith San Francisco
16 W. B. Offerle Harrisburg	36 F. H. Sullivan Dallas
17 N. Paquette Fort Wayne	37 J. F. Vonderembse Denver
18 E. R. Bird San Francisco	38 W. C. Sutton Fort Wayne
19 S. F. Taylor Albany	39 A. E. Moffatt Toronto
20 G. P. Stovall Washington	40 R. A. Dusault Albany

THE HONOR MEN

The first fifteen men listed on the above standing have sold the largest volume of business this year.

These figures are of December 24th and are not final. All returns have not been received and tabulated as yet.

DISTRICT OFFICE QUOTA STANDING

50th QUOTA WEEK ENDING DEC. 22, 1917

DIVISION "A"

1. TORONTO - - L. P. Murray, Mgr.
2. DALLAS - - - B. L. Prince, Mgr.
3. ST. LOUIS - - L. E. Porter, Mgr.
4. SAN FRANCISCO D. S. Johnson, Mgr.
5. HARRISBURG - H. C. Storr, Mgr.
6. ALBANY - - - W. M. Mann, Mgr.
7. ATLANTA - H. C. Carpenter, Mgr.
8. CHICAGO { Min'polis R. R. Safford, Mgr.
Tri-State J. W. Burrows, Mgr.
Chicago G. S. Bacon, Atg. Mgr.

DIVISION "B"

1. OHIO - - - I. L. Walker, Mgr.
2. MEMPHIS - - H. W. Brown, Mgr.
3. NEW YORK C. H. Davies, Atg. Mgr.
4. WASHINGTON E. B. French, Mgr.
5. MICHIGAN (Ft. W.) A. W. Dorsch, Mgr.
6. DENVER - - - C. C. Barnet, Mgr.
7. INDIANA (Ft. W.) A. W. Dorsch, Mgr.
8. LOUISVILLE - R. E. Fleming, Mgr.

LUBRICATING CONTEST

Well—the "G. S. M." certainly set "some pace" when he laid out this year's quota on Lubricating Outfits and then set the dogs of war loose to bring home the bacon.

But they did it and the way things look there may be a cool 1,000 extra, just for good luck.

Here's the standing, computed from the latest reports:

District Office Standing in Lubricating Contest, Dec.. 26, 1917

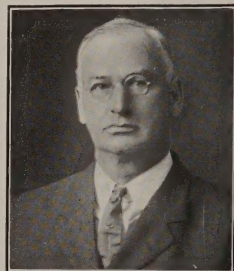
- | | | |
|------------------|----------------|----------------|
| 1. ST. LOUIS | 6. TORONTO | 11. ALBANY |
| 2. DALLAS | 7. CHICAGO | 12. INDIANA |
| 3. SAN FRANCISCO | 8. OHIO | 13. ATLANTA |
| 5. HARRISBURG | 9. MEMPHIS | 14. NEW YORK |
| 4. DENVER | 10. WASHINGTON | 15. MICHIGAN |
| | | 16. LOUISVILLE |

General Line

W. V. Crandall
K. F. Hessenmueller
G. W. Scott

Engineering

E. L. Milliron
W. B. Stamford
J. J. Connelly



**F. H. RICHARDSON OF
ALBANY**

A real modest individual, this—read his report for December 8th:

No calls made 1
No. sales made 1
Total amount of sales, \$312.50
(now listen to the bottom of it):

"Remarks: 40 (!!!) years old today and am never going to be any older—always try to get an order on my birthday.
12/8/1917.

"Signed, F. H. RICHARDSON."

"Rich" has been a repeater on "Pacemakerism"—he "was there" in 1912-'13-'14-'15-'16-'17—but ZOUNDS! does the fellow think he can put this "Forty" stuff over forever? Have a care how you tamper with our credulity!

FIVE HIGH MEN OF EACH DISTRICT NOT PACEMAKERS—JAN. 24, 1917

H. T. PURDY

Albany	Fort Wayne	Minneapolis	San Francisco
F. C. Schuster J. J. Lyons W. J. O'Brien E. W. Adams J. G. Roberts	W. J. Graham A. H. J. Gossell C. B. Sunderland C. S. Kinsley C. F. Smith	R. C. Guenther E. B. Lipps W. Lichtenberger S. S. Haw A. J. Kowalewski	C. S. Severance W. S. Johnson C. A. Millman C. C. Compton L. D. Baker
Atlanta	Harrisburg	New York	Toronto
H. Durant W. McClure S. McRae W. C. Stoner B. Long	M. B. Peiffer C. P. Law J. J. Mack W. A. Reese U. G. Savage	R. S. Johnson J. A. Grannis W. H. Ladd A. Chapman H. F. Babbitt	P. S. Cornell J. H. Luney C. S. Bootes J. J. Reedy E. C. Sears
Chicago	Louisville	Ohio	Tri-State
N. Wetzel Max Heintze H. D. Murdock W. J. McGrane J. P. Shannon	N. B. White J. E. McClanahan T. L. Porter O. N. Gillette A. B. Coffey	W. J. Bates W. S. Treadway I. K. Jacobs J. H. Quinn J. C. Tibbles	E. M. Brewster R. L. Duncan A. C. Van Auker V. P. Bennett M. F. Grigg
Dallas	Memphis	St. Louis	Washington
H. M. Tunstall L. F. Greer E. C. Sargent J. L. LaGrange E. B. Bates	C. Groves J. L. Steenhuis J. G. Pinkston E. Burch J. H. Smitha	R. G. Kenney J. H. Bedser J. F. Renick D. W. O'Brien G. G. Davey	N. B. Steele J. S. Walsh W. G. Chandler C. L. Speight C. C. Claggett

Denver
All Denver Salesmen are Pacemakers.

Some are inclined to believe, like the "mule" that some territory is better than theirs — easier to work or more productive.



This may be the case in some instances, but it is safe to say that the difficulty lies very largely with the

individual working the territory as to the returns realized, for they, like many merchants seek to excuse their own carelessness and blindness to opportunities by hiding behind the excuse "his neighborhood is better than mine," etc., overlooking the fact that the competitor has probably taken advantage of his possibilities.

A striking example of the troubles which salesmen encounter and, in overcoming advance themselves is given in the portion of a letter received from Mr. Purdy. It will bear careful reading and consideration.

December 13, 1917.

"I had a lovely trip last week. Left Sheffield Saturday morning for Birmingham, was unable to cross the Tennessee River, for, on account of the cold the ferry was not running. Waited twenty-four hours, building bonfires to keep warm. It was eleven-thirty Sunday morning when we got across and had ten punctures on the way home and arrived at one o'clock Monday morning.

"Signed, H. T. PURDY."

It is interesting to note that he brought in business netting him around 25 points.

Mr. Purdy entered the employ of the Company in 1898 and has been a consistent producer.

C. M. FREDERICKS

Mr. Fredericks, of St. Louis, a Director of the Pacemaker Club from his district and a consistent producer as a Bowser Salesman, has resigned to enter the service of the United States and is now stationed in the Quartermaster's Department at Columbus, Ohio.

Sorry to lose you, Claude, but if you hand it to the Kaiser Bill the way you have gone after biz—we'll not have to stay so long "over there."

S. C. ADAMS

Mr. Adams is one of the new Toronto Salesmen and has developed a real Pacemaker stride. One of his latest coups is to bring in a Paint Oil Equipment order totalling nearly 100 points. Well, Mr. Adams, the bars are down and the 1918 road straight and free from obstructions. Go to it and we're for you!

SUCCESS—FAILURE

Two shabby men sat beneath an oak tree in a public park. So engrossed were they in conversation they did not notice nearby a well-dressed gentleman sat listening to what they said.

"You!" exclaimed the elder of the two, "You should today be a success. You were given an education superior to that received by the most fortunate. You have traveled the world

over. The great have been your associates. You were born with a gigantic fortune back of you—yet you confront me a failure."

"Of course I am a failure," answered the younger man. "My life has made me a failure. I have possessed everything. I never had to strive. But you—you should be a success. You have had to develop—to fight to exist. And you confront me a failure."

The stranger leaned toward the two men.

He said, "Your arguments prove conclusively that circumstances have little to do with success—or with failure—and that the individual largely determines his own destiny."

Mr. B. N. D. Milliron, Engineering Salesman under the Ohio Sales Office located at Toledo, paid us a visit Monday, together with Messrs. Hunt and Gillette, who are architects for the Willys-Morrow Company.

SALESMEN HAVING 400 POINTS OR MORE AND NOT PACEMAKERS DEC. 22 (Official Returns for Complete Year Not In Yet)

Albany F. C. Schuster J. J. Lyons W. J. O'Brien E. W. Adams J. G. Roberts	Dallas C. E. Joyce H. M. Tunstall L. F. Greer	Indiana W. S. Treadway W. J. Graham A. H. J. Gossel	San Francisco C. S. Severance W. S. Johnson C. A. Milliman C. C. Compton
Atlanta F. W. Patterson	Harrisburg M. B. Peiffer C. P. Law J. J. Mack W. A. Reese	Michigan New York R. S. Johnson	Toronto P. S. Cornell A. L. McIntosh T. H. Rhodes
Chicago N. Wetzel (Chicago) Max Heintze (Chicago) R. C. Guenther (Mpls.)	Memphis C. Groves J. L. Steenhuis J. G. Pinkston E. Burch	Ohio W. J. Bates	Washington N. B. Steele J. S. Walsh W. G. Chandler C. L. Speight
Louisville N. B. White		St. Louis R. G. Kenney J. H. Bedser	

DALLAS NEWS

Kingsley Helps Prince Hold the Cup

The Dallas Office has just had a very pleasant visit with Mr. C. C. Townsend, formerly of the Canadian sales force, but at present with the Royal Canadian Corps at Camp Tallifero, Fort Worth, Texas. Mr. Townsend seemed to be enjoying the best of health and wishes to be remembered to his many Bowser friends.

F. H. Sullivan, that "Lub" salesman of the Dallas Office, is making a splendid showing since being transferred to the Houston Territory. We prophesy that the salesman who passes him in volume of business next year will have to be some "goer."

The Dallas Office had the pleasure of a visit from Mr. Kingsley this week. One evening while he was here, a fire broke out in a theatre building just two doors below our place and for a while it looked as though the whole block would be consumed. Messrs. Kingsley and Prince became very much excited and thought it was up to us to move. With this thought in mind, Mr. Kingsley ran out of the office with the Loving Cup, while Mr.

Prince did his best to carry out a new Cut 102 that we had just received for our display stock.

B. G. Whitlock, of North Dakota, was a visitor at the Boomer office this week. Glad to see you.

Right with you

You salesmen arn't the only mortals who are suffering because there "ain't no big show" at Fort Wayne this year. All our stenographic force miss the yearly hand out of A. C. Aurentz chocolates just as much as you miss the Convention. Isn't that true, girls?

C. C. Barnet is responsible for the latest lion story—one of these, "you chase him up the tree and I'll wait on the ground" kind. We conclude that this is the policy they carry out in their sales work—team work, you know.

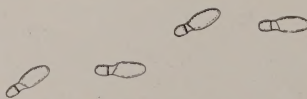
Tell us, "C. C."—Do you take the whole "Denver tribe" out when you start after "biz" on January 1st? Which one is the "attraction"—which one does the "curtain raiser stunt"—who mesmerizes them—who is the "barker"? Come across—give us the inside of it.

Why was there a hair in the honey and none in the apple sauce? Because the honey came from the comb and the apples were all Bald"ones" (Baldwins).

Bridegroom: "What is the matter, Driver?"

Coachman: "The horse has just thrown a shoe."

Bridegroom: "Great Scott! Who told the horse I was married?"



Making Tracks for the New Year.

Mr. J. L. McMorris has been a salesman in the Chicago and Tri-State Districts for several years, always securing a profitable business for himself and the Company. He has enlisted in the army and has resigned his position with us effective December 15th. He states in his letter as follows:

"I will return to you for a territory. You have treated me well in the past and I am glad to say that the years spent in your employ were pleasant ones. I leave only because duty calls."

The Bowser Boomer

PUBLISHED SEMI-MONTHLY BY
S. F. BOWSER & CO., Inc.

H. J. BRADSHAW, Editor

DEVOTED TO THE INTERESTS OF
THE COMPANY AND ITS SALESMEN

Vol XVII JANUARY 1, 1918 No. 1

HAPPY NEW YEAR, EVERYBODY!

The Editor is going to step out of the Editorial "We" and get right down off the platform onto the floor and talk to you right out.

I wish I could step up to each one of you, and take you by the hand, and look into your faces—everyone of you—and say "Howde." But that can't be done; some of you are too far away.

There are a lot of you whom I have never had the pleasure of meeting whom I would enjoy knowing. So, we'll have to take it for granted and like David Harum "pretend we have met" and let it go at that.

Now that we are all friends, I'll tell you without any further delay, what is on my mind.

I want to let you know how much the Executives here in Fort Wayne appreciate you fellows on the road—the "Old Man" (you know that's what we all like to call Mr. Bowser, and he sort o' likes to be just that to everyone of us) and the "G. M." (that's S. B. Bechtel, the "Big Chief") and the "A. G. M." (that's W. G. Zahrt Money Bags, you know) and the "G. S. M." (of course you know who that is—E. M. Savereool).

They're all decuedly busy, these Executives; say—you haven't any idea how busy they are. Yet, whenever I go into their offices to talk with them about the Boomer, they say, "Brad, we want all the boys on the road to realize how interested we are in them—tell

CUP WINNERS

From information at hand it looks as though Toronto Division "A" was going to win the Cup by a nose. St. Louis and Dallas have put up a strong scrap for honors, but the Canadian organization have just about cinched matters. Yet—the battle is still on and "L. P." had better watch his step or "Lou" Porter or Prince may overtake him yet.

For the Division "B" struggle, Roy Walker has certainly put up a real, sure enough fight—it hasn't been all glory, either, for "Brown's Squad" has been right after him. No use talking, that Sunny South territory does produce terrible scrappers—and—well, who knows—better keep your eye on the whole bunch until final returns are in.

them how we wish we could run out and see them"—and then we sit down and try to "dope" out something that will be real news and information for you fellows.

They're interested in everyone of you. In fact no mother ever watched more fondly at your bedside and wondered if you would bleach out from a "little red thing" into a real baby, or watched your breathing more tenderly or wondered if your legs would ever straighten out, or was more anxious that you should grow up to be a good man than these Executives who watch over you.

They want every one of you to be a success—a great big producer—want everyone to so conduct himself as a Bowser representative that he can go home at night and lay down and go right to sleep without a single qualm of conscience for having done a single thing that would cast discredit upon either himself or the Company.

Now I know that when you pick up your Bowser Grip on the second of January and go forth to fight your 1918 quota battle, you will have the feeling that here at headquarters where all is hustle and bustle

there is a big live organization made up of good honest, capable, industrious and appreciative men who are interested in you success.

So, God speed to every one of you.

With best wishes from
"BRAD."

Don't make any New Year's resolutions you don't intend to keep—there must be no waste these war times.

CONSERVATION THE WATCHWORD

We quote as follows from the Automobile Journal of Nov. 25th:

N. A. C. C. SUGGESTIONS TO SAVE GASOLINE

1. Store gasoline in underground steel tanks. Use wheeled steel tanks with measuring pump and hose. They prevent loss by fire, evaporation and spilling.
2. Don't spill or expose gasoline to air—it evaporates rapidly and is dangerous.

What better argument for Bowser equipment can be advanced than this plea of conservation of gasoline made by those interested.

This is a sensible statement of facts from those who, by experience, are qualified to speak.

N. A. RING



Right from the land of "spuds" comes this man Nat Ring, on the 5th of December. Mr. Ring has held the position of

Director of his district—1915—and was a Pacemaker in '13, '14 and '16.

C. L. STEBBINS

A grand stand finish has been made by Mr. Stebbins for the honor of Pacemakership. A new member of the Canadian organization, and with a late start, he still made the rifle. Fine work, Mr. Stebbins. More power to you!

PHOTOGRAPH
DELAYED

I. K. JACOBS



A most enviable record has been made by the gentleman whose Pacemaker membership we have the pleasure of announcing this month. Mr. Jacobs made a very late getaway but when he got under way—well he made it on the 13th of December and we congratulate him.

W. F. EICHELBERGER

A Pacemaker in 1916, from Harrisburg, he again presents himself for recognition on the 7th of December. Glad to see you, "W. F."



H. A. STITZEL



We take pleasure in announcing the election of Mr. Stitzel, of the Minneapolis Office on the 15th of December.

E. P. DOLAN

An old timer for sure has forced his way to recognition, a Pacemaker on the 14th of December. Dolan, of Memphis, needs no introduction to Bowser boys and we are glad to see his name among "those there."



F. W. PATTERSON



One more delegate from the Sunny Southland has knocked at the doors of the Pacemaker Club, presenting credentials entitling him to a seat at the "Doins"—Mr. Patterson, of Atlanta. Gentlemen.

F. BROWNE

Hal Storr presents to the Club, F. Browne, of Harrisburg—a Pacemaker on November 30. You can bet Hal isn't going to let anyone put anything over on him. Well, we're with him. It's a fair field and luck to the winner.



W. S. CAMDEN



Mr. Camden, of Ohio, elected himself to Pacemakership on the 4th of December.

While this is his first offense, we are looking for great things from him in 1918.

H. M. BROWN

Porter, the affable manager of St. Louis, added another one to his string—H. M. Brown, on the 27th of November.



F. P. BRANDT



Not to be outdone, Gus Dorsch, of the Fort Wayne Division, adds Mr. Brandt to his honor roll of Pacemakers—December 12th was the date.

J. G. PHIPPS

Mr. Phipps elected himself to Pacemakership on the 11th of December. We are glad to see you, Mr. Phipps.

PHOTOGRAPH
DELAYED

A. L. CORBIN



Another repeater—Mr. Corbin, of Washington. On the 6th of December he was elected a Pacemaker.

L. B. GILBERTSON



On the 15th of November Mr. Gilbertson for the second consecutive time made himself a Pacemaker. We are

glad to see you again, "L. B."

E. F. KLOTZ

Let everybody stand up and remove their hats! Behold the "Six time" Pacemaker—Brother Klotz, of San Francisco.



December was the date of his entry.



J. M. Duenas, standing.
C. J. Rhode, seated.

These gentlemen have represented the S. F. Bowser Co. in Latin America for several years.

They have been visitors at the Factory recently, getting ready to show the boys in the States how to do it—eh?

The Emperor of China is a great billiard enthusiast. Whenever he travels he always takes his queue with him.

Due to an unfortunate delay the photographs of three of our leading salesmen were not made up into cuts for the Boomer in time to be run in connection with their Pacemaker Announcements.

In this issue of the publication we therefore present Mr. E. E. Thomas of Memphis, Mr. W. S. Row of Memphis, and P. J. Somers of San Francisco, all Pacemakers for the year 1917.



E. E. THOMAS



W. S. ROW



P. J. SOMERS

WAR EDITOR

We are anxious to get the name of every salesman in the service—if you know of any whose names have not been published—send them to the War Editor.

We take pleasure in publishing this month the names of the Toronto boys who have joined their colors, and note with regret that some have already made the highest sacrifice possible—giving up their lives that "Democracy shall not perish from off the face of the earth."

THE TORONTO BOYS ARE AS FOLLOWS

Factory

E. F. Baker
Chas. Beeston
Chas. Bleil
Peter Brown
James Brownlee
Fred Colborn
Joe Dunlop
M. J. Finn
H. F. Grier
Wm. Hawthorn
Orma Hood
Wilford Jones
Chas. Laker
Archibald McKinnon (Wounded)
Alex Neaves
John Rae
Fred Smith
H. Stevenson
Robert Taylor
Percy Tuck (Wounded)
Harry Wilcoxon
P. S. Binns (Wounded)
Andy Moore
J. W. Newton

Herbert Spademan
James Gallagher
George Taylor

Office

Thos. O. Bryant
Murray Robinson
W. H. Willis
Sales Force
Colonel H. G. McLeod
C. C. Townsend
C. F. Hohlstein

J. F. JEFFREYS

That Mr. Jeffreys, a Pacemaker of the Washington District is

overlooking anything is exemplified by a report of his business just to hand.

He says: "I have just run over my sales of factory equipment for the past five weeks

and find they total about 75 points." There is no use talking, when we learn the possibilities in working all lines, it comes easy. Try it out in 1918.

During a bad storm in an eastern military camp a recruit ventured to seek shelter in the sacred precincts of the cook's domain.

"If you put the lid on the camp kettle you wouldn't get so much dust in the soup," he remarked.

"Look here!" yelled the cook, "your business is to serve the country."

"Yes," agreed the recruit, "that's true, but I never agreed to eat it."



What are You Doing to Help the Manufac- turers in Your Territory Economize Oil?

READ THIS:

December 4th, 1917

Gentlemen:

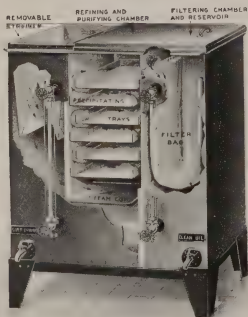
Replying to yours of the 30th regarding oil filter which we purchased from you in May.

We are greatly pleased with the results—our bill since its installation is **cut at least in half** and at this rate you can see it will soon pay for itself.

(Signed)

The Peerless Flour Mills Co.

How Many Have You Overlooked? It's a Big Opportunity— Cash In On It



A Patriotic Duty

By

Samuel F. Taylor

Every field man connected with the Bowser Organization knows this is not a fitting time for hilarity. When America wins the war for liberty of nations we will have the greatest time the Pace-makers and Heroes ever had. In the meantime our duty is to sell Bowser products which save the most money for our customers, who in turn can contribute the savings to war causes and do their bit without making it a burden.

The following quotation from Mr Bechtel's letter in the Boomer sums up the situation:

"We are at war and upon its successful issue depends the weal or woe not only of nations but of you and us as individuals. It is not a far-off distant thing but a live, real fact which vitally affects each one of us."

When I read the article a question came into my mind. I wonder how many of the Pace-makers realize the seriousness of the proposition, and if they are as keen to win the war as they are to win orders? There is so much to do with our hands spare evenings (when not traveling on trains) for the soldiers at the front. Appeals are coming from Americans in France, asking for more surgical dressings to make comfortable the wounded and for the thousands of men who are operated upon every day. We are giving our coin; we are giving our praise and we are giving in almost every other way, and the stay-at-homes could by devoting two or more evenings a week helping make absorbent pads to relieve the shortage of the dressings in the hospitals and do the same kind of work we are performing in New England continually.

There are Red Cross headquarters in all cities and towns in the United States and I say, come, boys, let us make dressings when we are not selling Bowser outfits. Omit the billiards, pool and other sports and beat Kaiser Bill, the Limburger Cheese.

*This issue of the Bowser Boomer
is dedicated to the*

*Pacemakers' Club
of 1917*



*S. F. Bowser & Company, Inc.
Fort Wayne, Indiana*

Directors of the Pacemakers' Club for 1917

The Directors of the Pacemakers' Club are self-appointed

They are the first men in their respective districts to attain Pacemakership, and, after the positions of President, Vice President, Secretary and Treasurer are filled, become representatives of their districts.

We present them in the order in which they attained this honor:



E. R. Bird, San Francisco
N. Paquette, Toronto
C. R. Eggleston, Albany
G. W. Scott, New York
B. A. Deffler, Chicago
R. W. Jewel, Denver
R. D. Ekeberger, Memphis
H. A. Vortigern, Harrisburg
R. L. Matthews, Dallas
H. T. Purdy, Atlanta
W. C. Sutton, Indiana
J. T. Gibbons, Washington
C. M. Fredericks, St. Louis
G. A. McCurdy, Michigan
E. Steinhauser, Ohio
D. Moore, Louisville



Here Are the Six Year Men

Up a flight of six steps of years have these gentlemen climbed, for six consecutive years have they fought, struggled, to attain the coveted goal of Pacemakership.

Theirs has not been an easy path—not all the way has been strewn with roses—but in the face of all difficulties they “put it over.”

We imagine that if we could have followed each one in his journeys we would have found many causes for discouragement



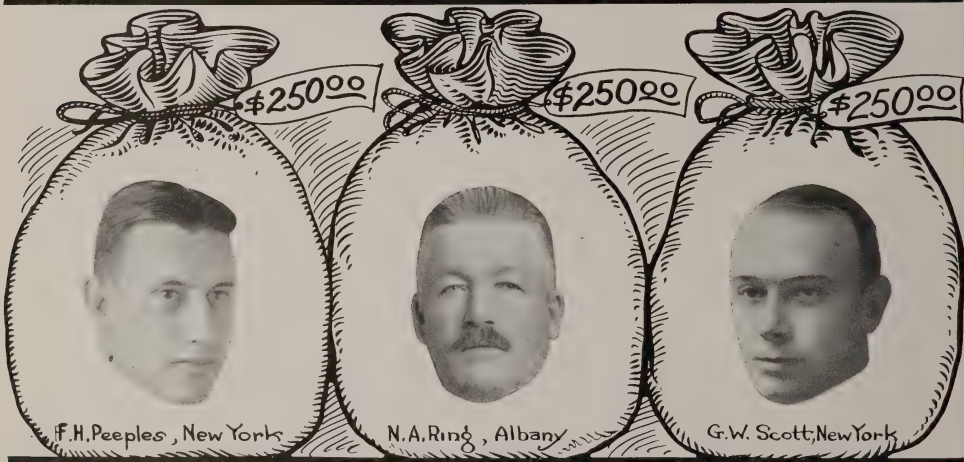
ment along the way—but, pshaw! they allowed nothing to prevent their steady march forward—nothing to divert their attention, and behold! they are here!

We have purposely added two steps above 1917 and there are enough above them to make it worth while for them to continue their efforts. We are with them, but we know of some 400 who are right on their trail—showing fine form.

Standing—left to right—E. L. Milliron, Harrisburg; J. Ward, Minneapolis; A. G. Hartgen, Harrisburg; H. T. Purdy, Atlanta; R. Coddington, Denver; F. H. Richardson, Albany; W. C. Smith, San Francisco.

Seated—left to right—C. R. Eggleston, Albany; E. F. Klotz, San Francisco; D. W. Darden, Washington; W. V. Crandall, Denver; R. H. Sherlock, Chicago; R. D. Leonard, Harrisburg.

Here Are The Five Year Men



An honor with a decidedly substantial monetary value lies in being a Five Year Man—one who for five consecutive years has been successful in alluring sufficient orders from doubting merchants as to enable them to accumulate 500 points.

We present them above, reveling in the hard

earned spoils—Gee! what a chance for a Liberty Bond or Victory Loan salesman to get in his work:—and what a satisfactory investment it would make, for it carries with it the consciousness of having done our part in driving back the hordes of Huns trying to smother Democracy.

The 1917 Tablet Cutters



The Bronze Tablet was designed to perpetuate in tangible form the achievements of salesmen who have been leaders in sales work.

The salesmen whose names are engraved on this tablet have won the distinction through their own efforts, by consecrating themselves to achieve the standards of their ideals concerning their selling ability, by overcoming tre-

mendous obstacles in winning their way to the front.

Six names appear on the tablet—three Engineering Salesmen who have done the largest volume of business for the year, and three General Line Salesmen who have produced the biggest amount.

--- 1918 --- And They're Off!

Well! here we are with 1918 staring us in the face. What are we going to do with it—how take advantage of its three hundred and sixty-five days?

No use waiting until 200 days have gone—until July 1st has rolled around and the announcement of Pacemakers brings us up short with the realization that we are really not under way yet—now is the time for us to make our start.

No man carrying a Bowser grip needs to be made a salesman—every one was employed by his manager because he already **was** a salesman—one who had shown proficiency in his former line, and was looking for greater possibilities. These possibilities exist in the Bowser line—no corporation has developed to a higher degree the qualities attractive to a salesman—thirty-five years of progress with the idea of service to all as the firm's foremost desire has created this condition, excelled by none, making a product whose reputation is unquestioned.

All these things were true before all of our present salesmen were Bowser men.

And we still possess the prestige of being a most desirable corporation with which to do business—we do not hide behind subterfuges to do business; a one-price policy to all is maintained—a manufacturing organization second to none, the materials the best obtainable.

These are the things that make the Bowser line a desirable one to handle for it is a desirable one to use.

You salesmen in this impregnable fortress with these long-range guns preparing a way straight into your prospect's confidence, your duty is well defined—work!

So get up your steam—get under headway without any delay—take yourself by the right hand and lead yourself gently or positively as the case may seem to warrant—be a Big producer and a Big producer early. Its the early start rather than the late hurry that makes for best business.

Each mind has its own method. A true man never acquires after college rules. What you have aggregated in a natural manner surprises and delights when it is produced. For we cannot oversee each other's se-

cret. And hence the differences between men in natural endowment are insignificant in comparison with their common wealth. Do you think the porter and the cook have no anecdotes, no experiences, no wonders for you? Everybody knows as much as the savant.—Emerson.

A GRANDSTAND FINISH

Mr. N. Wetzel, Jr., of the Chicago Office, made a running broad jump into the Pacemaker Club, turning in nearly 100 points of business in the last month of the contest. Mr. Wetzel is confining his efforts to the factory line.

Honor Men—Forty High

FINAL STANDING

Forty husky Bowserites have had the honor of having their names presented to the organization in each issue of the Boomer—the forty men who have done the largest volume of business. Of this group, six have been selected as worthy of having their names engraved upon the Bronze Tablet which will adorn the walls of the New Administration Building.

1 E. L. MillironHarrisburg	21 J. T. GibbonsWashington
2 W. B. StamfordHarrisburg	22 C. C. Fredericks Railroad
3 W. V. CrandallDenver	23 H. T. PurdyAtlanta
4 J. J. ConnellyChicago	24 W. M. BookerHarrisburg
5 K. F. Hessenmueller.Harrisburg	25 N. MattinglyDenver
6 R. S. JohnsonNew York	26 B. A. DefflerTri-State
7 G. W. ScottNew York	27 F. M. KennedySan Francisco
8 R. CoddingtonDenver	28 H. DalgaardNew York
9 H. A. VortigernHarrisburg	29 C. H. KingToronto
10 R. W. JewelDenver	30 R. D. LeonardHarrisburg
11 C. R. EgglestonAlbany	31 W. H. TrammellAtlanta
12 F. H. PeeplesNew York	32 E. L. VeirsMemphis
13 A. G. HartgenHarrisburg	33 J. A. S. MeyersMemphis
14 W. A. Armstrong ...Fort Wayne	34 W. C. SmithSan Francisco
15 W. B. OfferleHarrisburg	35 J. S. LewisDallas
16 G. P. StovallWashington	36 F. H. SullivanDallas
17 N. PaquetteFort Wayne	37 J. F. VonderembseDenver
18 E. R. BirdSan Francisco	38 J. M. PriggHarrisburg
19 S. F. TaylorAlbany	39 W. C. SuttonFort Wayne
20 G. P. DickeySt. Louis	40 W. C. HalseyAlbany

THE HONOR MEN.

Special mention is made of the fifteen salesmen who have appropriated this honor, the fifteen obtaining the largest volume of business in 1917, as their names appear below:

1 E. L. MillironHarrisburg	9 H. A. VortigernHarrisburg
2 W. B. StamfordHarrisburg	10 R. W. JewelDenver
3 W. V. CrandallDenver	11 C. R. EgglestonAlbany
4 J. J. ConnellyChicago	12 F. H. PeeplesNew York
5 K. F. Hessenmueller.Harrisburg	13 A. G. HartgenHarrisburg
6 R. S. JohnsonNew York	14 W. A. Armstrong ...Fort Wayne
7 G. W. ScottNew York	15 W. B. OfferleHarrisburg
8 R. CoddingtonDenver	

The 1917 Cup Winners



The contest of 1917 for possession of the Loving Cups, presented each year to the office of Division "A" or Division "B," which makes the highest percentage of their quota, has been a most interesting one.

In Division "B," Roy Walker, of the Ohio District, had things pretty much his own way right from the start—Memphis was a close contender with a nip and tuck race from third and fourth place between New York, Washington and Michigan.

In Division "A," there was a decided change in the lineup which narrowed down to a neck and neck struggle between Toronto, St. Louis and Dallas—in fact, on January 1st with all

returns not in, the matter was still undecided and close enough to make every single order an important item—only when the records were finally closed, and all business for 1917 counted was it safe for Mr. Prince, of Dallas, to lay claim to victory.

The race was so close that we extend our congratulations to the two gentlemen who were pushed aside only by a hair.

1918—is here—with its possibilities—with its problems—all the more easily solved because of 1917's experiences. We anticipate that the story when told on January 1, 1919, will reflect careful consideration of past experiences and profiting thereby all will have been advanced.

TWO SPECIAL FIVE YEAR MEN



M. C. BENHAM



MR. M. C. Benham and Mr. W. P. Shepherd, both of the Chicago District, are Special Five Year Men.

These gentlemen were not featured with the men in the Money Bags Cartoon because they were out during the year of 1916 as Special Agents for the Company. This does not interfere, however, with their winning Five Year Honors by classifying during 1917. They also figure in the prizes. Congratulations, Gentlemen!



W. P. SHEPHERD

BOWSER BOOMER

PUBLISHED SEMI-MONTHLY BY
S. F. BOWSER & CO., Inc.
Fort Wayne, Indiana

H. J. BRADSHAW, Editor

THE BOWSER BOOMER IS THE MAGAZINE
OF THE BOWSER SALESMEN
OF THE WORLD

It is published in their interests and its view-
point reflects their aims, activities and ideals.
Every salesman is entitled to a copy.
News items, photographs, sales arguments
from all are welcome.

Vol XVII JANUARY 15, 1918 No. 2

Well!—now let's roll up our sleeves and go to it!

Some Pacemaker Club this year—184!!!! members.

This edition of the Boomer is devoted entirely to the Pacemakers' Club. We have endeavored to make it a complete record of the achievements of 1917—a resumé, as it were, of all the activities in which the salesmen of S. F. Bowser & Company, Inc., have taken part.

It is not necessary that we make any attempt to eulogize the salesmen whose names appear in this issue—they "speak for themselves." Their efforts have sent up the most far reaching testimonial which could be uttered.

Theirs is a record of deeds done—not a hypothetical review but an "honest to goodness" pat on the back of their own making.

We don't blame any of them for being a bit cocky.

OUR COVER

Our cover concerns the Officers of the Pacemakers' Club. These gentlemen are self-nominated, self-advertised and self-elected—a distinction, by the way, extended to but few.

The men whose faces appear on the cover are self-elected to the honors afforded by the Club. The man who first arrived at the Pacemakers' Goal

—i. e., who sold the first 500 points of business, is the President. This gentleman is our N. Mattingly, of Denver. The second man to sell this amount is Vice President, K. F. Hessenmueller, of Harrisburg. The third man is made Secretary, W. V. Crandall, of Denver, has this honor. The fourth man to make the Club is Treasurer, G. P. Dickey, of St. Louis, has won this position for himself.

To have reached this coveted goal is a decided honor in itself for the Bowser Sales Organization is counted one of the liveliest selling bodies in North America.

Notice to Pacemakers

It is customary for each Pacemaker to remit \$1.00 to the Corresponding Secretary of the Club, to be used for flowers and other incidentals connected therewith—so sit right down, you Mr. Prize Winner, and write your check for \$1.00 and drop it in the first mail box.

WAR EDITOR

We are still endeavoring to make our list of Bowser soldiers complete. We are advised daily of omissions, so if you know of any one whose name has not appeared, write it on a postal and shoot it in.

We mention W. F. Paul in this issue as an addition, not that he has recently joined the colors, but because his name was omitted in all former lists.

The following have entered the service:

L. B. Gilbertson, San Francisco.
C. M. Fredericks, St. Louis.
J. L. McMorris, Tri-State.
N. B. White, Louisville.

EDITORS HAVE REAL TROUBLES!

Now what would you do if you received the following tactical letter?

"Within the next few days I shall have the opportunity of seeing you personally, Brad. If you have some good cigars in your desk I shall be glad to sit in your office for a while and let you talk.

H. W. BROWN.

My muse can flitter until the "La Scoreherinos" are "all gone." Is that the Idea? Then I lose my audience. Oh, well, many a man has paid more for the pleasure of listening to his own oratory!

FINAL

District Office Quota Standing
50th Quota Week Ending
December 22, 1917

DIVISION "A"

1. DALLAS
2. ST. LOUIS
3. TORONTO
4. HARRISBURG
5. SAN FRANCISCO
6. ALBANY
7. ATLANTA
8. CHICAGO

DIVISION "B"

1. OHIO
2. MEMPHIS
3. NEW YORK
4. WASHINGTON
5. MICHIGAN
6. DENVER
7. INDIANA
8. LOUISVILLE

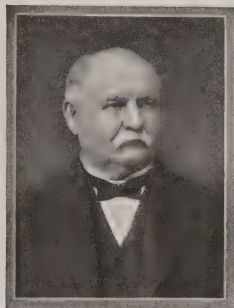
A SOUTHERN TRANSLATION OF F. C. W. O.

Mr. C. J. Cannon took an order from a customer in Mississippi, securing full cash with the order. In his exuberance, he wrote across the face of the order, original and copies, "F. C. W. O." and left a copy with the customer. After Mr. Cannon left, the customer figured on the meaning of the initials, and by the time the equipment arrived, he had it! He wrote the Home Office Mr. Cannon had agreed to pay the freight, causing Mr. Cannon a lot of trouble, and all because he thought F. C. W. O. meant "Freight charges with the order." ("Brevity is the soul of wit, and I leave that part of it to you.")

These Men Miss the Convention, Too!



S. B. BECHTEL



S. F. BOWSER



W. G. ZAHRT

Here are four men who miss the Convention as much, if not more, than you boys do, but they consider its elimination for 1917 a patriotic duty—with railroads pushed for equipment and with a plea for food conservation from Mr. Hoover.

Our President, S. F. Bowser, and his General Manager S. B. Bechtel, his Assistant General Manager W. G. Zahrt, and his Sales Manager E. M. Savercool, have spent years making the Convention the big event it has become. All this year these Executives have looked forward to meeting their producers on a human basis. To them, in the strife of twelve months' planning and working, there is no moment so enjoyable as the moment when they strike hands with you boys on the road.



E. M. SAVERCOOL

That was thirty-three years ago, gentlemen, and S. F. Bowser today is the active head of this enormous organization—the founder of the Pacemaker's Club. Small wonder he misses seeing you boys when you come in from your struggles on the road. Small wonder he feels the lack of there not being a Convention.

S. F. Bowser, our "Old Man," you all know, was the first Pacemaker to make the Club. Alone, with no organization back of him, with no established reputation to help him, with no financial prestige to give a dollar's credit with which to meet his expenses, he took out the S. F. Bowser line and sold the business, came home and manufactured it, and then went out and delivered it.

S. B. Bechtel, the "Big Chief," our General Manager, is another executive who has cause to regret there being no Convention. He came with the Company in 1899. His first position was that of a Collection Clerk. He proved his efficiency early for, after he had been with the firm but a short time, he entirely reorganized the sys-

tem whereby the Collection Department was run and managed. Next he took over the work of editing all Bowser publications. In 1901 he was made Superintendent of Sales. A year later he was put at the head of our Advertising and Mail Order Department. Four years later he became assistant to our General Manager. During the year 1907 he had the honor of being Secretary of this Company. This office prepared him for his Assistant General Managership which he held in 1909. March, 1915, found him General Manager of the firm.

Today, experienced in almost every branch of the business, in closest sympathy with you boys on the road, of old a booster of the yearly Pacemakers' Convention, Mr. S. B. Bechtel feels deep personal regret at not being able to meet every member of the Club here in Fort Wayne.

W. G. Zahrt, our Assistant General Manager, is another member of the management who, while a most sincere patriot, feels the omission of our yearly celebration keenly. Mr. Zahrt has been a most earnest participator in every Bowser Convention held in Fort

Continued on page 22.

Lubricating Contest

In 1917, the sales of Lubricating Equipment were increased 65% over 1916, many offices far over-selling their quota. The final figures show the Branch Office standing in the "Lub" Contest as follows:

1 St. Louis	9 Memphis
2 Dallas	10 Washington
3 San Francisco	11 Albany
4 Harrisburg	12 Atlanta
5 Denver	13 Indiana
6 Toronto	14 New York
7 Chicago	15 Michigan
8 Ohio	16 Louisville

The following are the 10 High Men in point of number of outfits sold:

1 C. H. Pridy St. Louis	6 J. T. Gibbons Washington
2 W. H. Trammell Atlanta	7 E. L. Veirs San Francisco
3. W. B. Stamford Harrisburg	8 K. F. Hessenmueller Harrisburg
4 J. C. Harding San Francisco	9 H. T. Purdy Atlanta
5 W. Snapp St. Louis	10 R. W. Jewel Denver

Those directing the national affairs of the Automobile Association, in discussing the probabilities of a curtailment of the pleasure car production, made a careful analysis of the situation and offered to all automobile dealers the following advice as the solution of the difficulty: "Put in a non-competing line. Take up a business foreign to your business, if necessary," etc.

This advice is applicable to Bowser equipment—or in other words, it is advisable to work all the lines.

There is no immediate danger that a restriction will be placed upon the use of pleasure cars, and there is no immediate danger that a restriction will be placed on the sale of gasoline and, carrying the matter to its logical conclusion, there is little danger that the sale of gasoline equipment will be affected.

But why wait until something "drops" before taking advantage of the varied lines of Bowser equipment?

So many salesmen during 1917 have proven the fallacy of thinking that it is difficult to sell all lines, that the management are looking forward to the largest year in their history in kerosene, lubricating and paint oil equipment.

It is gratifying to look over the records of 1917 and note that many, many salesmen are really alive to their importance—who have been great big producers in lines other than gasoline. This does not mean that they have not sold a whale of a lot of 241's and 102's, etc.,—far from that—but along with them they have sold the equipment that is most needed by their customers, whether it be only gasoline pumps, or besides these, equipment necessary to conserve their oil.

They have, in a word, taken advantage of "Non-competing" lines, as it were,—have seen the opportunities that lie before them and capitalizing them, have not only served their prospects more intelligently but have reaped a reward for themselves.

1918 is going to have a record written large with returns from every Bowser salesman—returns based upon a more compre-

hensive knowledge not only of the equipment of the Bowser Company, but of the needs of all those whose resources should be conserved—every factory needing 63's or 64's or Filtration Outfits—every private garage needing convenient and cleanly storage—every grocer and hardware dealer not properly equipped to reap the largest returns from his commodities which must be dispensed in predetermined quantities—all will be served by this finished warrior of the Bowser grip, and when the returns are in on the 21st of next December there will be little cause for regret and much for joy.

The death of the mother of Mr. U. G. Savage, of the Harrisburg District, occurred in December, and the sympathy of the Pacemakers' Club is extended to him.

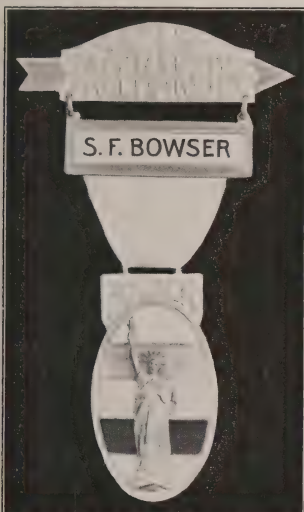
We regret to announce the death of the mother of T. C. Potts, of the Cleveland Office, which occurred in Columbus the last of December. Our sympathy goes out to them.

LOOK AS WELL AS LISTEN

If you can't understand—we sure you have your eagle eye for a signal to write down the preliminaries necessary for the signature on the dotted line. We believe Lee Kuhn, of Memphis, who calls on French Folks, will cultivate this in the future.

One day he walked into a store run by a Frenchman and his daughter, set down his sample case, demonstrated, talked and convinced the man, who asked him to explain it to the daughter and if she wanted it, he would buy. Mr. Kuhn walked over, went through the same procedure, telling the young lady, and when he had finished she said something to him which he didn't understand—no intelligence from Mr. Kuhn. Louder the lady said it, and still no ray of understanding from Mr. Kuhn. The young lady got angry and shouted it at Mr. Kuhn, still no move. And the father told him that she could not speak or understand one word of English, and had told him three times to write up the order. (Mr. Kuhn says it is the first time a fellow had to even look like he wanted to sign on the dotted line, that he didn't have the order ready for him.)

Convention Badge



All Pacemakers have probably received their Pacemaker's Badge by this time—a cut of which is shown above.

It is up to the usual standard of beauty and grace which always characterizes this particular feature of our yearly gatherings. This badge would have graced the left lapel of each officer of the Company, each Branch Manager, each Pacemaker, the head of all departments, and special salesmen had there been a Convention this year.

The Pacemaker Badge is bronze with a gold ribbon—the Officers' is a gold badge with white ribbon—the Director's a silver badge and gold ribbon.

G. A. Smith, of Greensboro, North Carolina, sure hot-footed it for business immediately after Chris Kringle paid him his yearly visit. Since the year 1918 began "G. A." secured orders covering one one-barrel, Cut 154, a ten-barrel, Type "C" Tank and a Cut 116-A Pump. Keep your peepers on this lad, fellows!

"Red" and "Chief Sentry" Contest

It's all over and the orders in and counted.

This Contest was an unusual one, in that every man who decided to put on a little extra steam and make a great big effort to qualify, added a substantial amount to his bank account by so doing. Not an ordinary Contest was this—but started right in the dead of winter it meant that every man must get down to "brass tacks" and lose no time.

The Contest provided that every salesman selling 4 "Red Sentrys," or 2 "Chief Sentrys," or 2 "Red Sentrys" and 1 "Chief Sentry" during the month of December (till the 22nd) should receive \$10.00 cash of the realm—and in addition, just to make it snappy and make everybody sharp on the trigger, the management provided special cash prizes for the leaders.

To that salesman obtaining the highest number.....\$75.00
To that salesman obtaining the second highest number.... 50.00
To that salesman obtaining the third highest number..... 25.00

Of course, every man was well repaid for the additional effort necessary, but the tantalizing "Extra" was right before them every minute.

Here are the lucky fellows:

1st	F. M. Kennedy, San Francisco\$75.00
2nd	J. C. Tibbles, Ohio 50.00
3rd	A. L. Martinson, St. Louis 25.00

Those making over 20 points, winning \$10.00 each, as follows:

W. C. SuttonFort Wayne	H. O. CuddleToronto
C. GrovesMemphis	R. L. DuncanTri-State
J. L. SteenhuisMemphis	E. R. HandleyWashington
B. A. DefflerTri-State	S. M. ChiltonWashington
A. L. CorbinWashington	C. J. CannonMemphis
N. B. SteeleWashington	H. T. EgglestonMemphis
J. C. WhiteDallas	R. C. GuentherMinneapolis
L. F. GreerDallas	H. A. StitzelMinneapolis
R. E. ErwinDenver	J. H. BedserSt. Louis
A. G. HartgenHarrisburg	W. C. SmithSan Francisco
R. D. LeonardHarrisburg	L. D. BakerSan Francisco

100 POINTS IN DECEMBER

Makes 'Em All His Friends

Mr. L. D. Baker, of San Francisco, who entered our employ April 16, 1917, and registered as a Pacemaker on December 19th with over 100 points for the month of December, had an interesting experience in connection with sale of the last order, which put him in the Club.

He encountered some very bad roads in Ventura County, Southern California, and in order to avoid them in one place, he cut across the corners of a ranch. The rancher came out and jumped him for driving across his property. In the interview ensuing, Mr. Baker came out winner and got the old man's order for Gasoline and Distillate Outfits—CASH IN FULL WITH ORDER.

ONE A WEEK—A RECORD

An interesting notation is noticed on the Daily Report of E. Steinhauser, of Ohio, for December 22nd. We give it in full:

SUMMARY OF DAILY REPORTS

No. of calls made2
No. of sales made1
Total amount of sales\$58.50

Remarks: 51 weeks—51 Lubricating Outfits, or 1 each week.

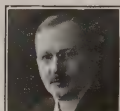
Salesman E. Steinhauser.
Date 12/22.

Every salesman can do as well!
And Nineteen Eighteen is going to prove it!

S. F. Bowser & Company's Capable District Office Sales Managers



D. S. JOHNSON
Western Mgr.



L. P. MURRAY
Canadian Mgr.



R. S. COLWELL
Eastern Mgr.



T. D. KINGSLEY
Central Mgr.



L. E. PORTER
Mgr., St. Louis



C. C. BARNET
Mgr., Denver



A. W. DORSCH
Mgr., Fort Wayne



E. B. FRENCH
Mgr., Washington



B. L. PRINCE
Mgr., Dallas



H. W. BROWN
Mgr., Memphis



H. C. STORR
Mgr., Pittsburgh



H. C. CARPENTER
Mgr., Atlanta



W. M. MANN
Mgr., Albany



R. R. SAFFORD
Mgr., Minneapolis



J. W. BURROWS
Mgr., Tri-State

Here they are—all of the Company's District Sales Managers.

These experienced, efficient men have risen from the ranks. Years of service have qualified them for the responsible positions they now hold. Each manager controls the destiny of his particular district. And each manager is prepared to fulfill his part perfectly for the next twelve months.

Drive fast, gentlemen, and drive well. This is going to be a year unique in the History of American Business. Intricate problems lie before you that will demand a steady eye on the road ahead, a firm grasp of the reins, and a most careful testing of the speed and strength of every man in our well-picked sales organization.

District Sales Office Changes



MR. J. P. O'NEIL



MR. C. H. DAVIES



MR. I. L. WALKER



MR. E. J. LITTLE

There have been several minor changes in Office Districts occasioned by discontinuing the Louisville Office and transferring the Harrisburgh Branch to Pittsburgh, where Mr. H. C. Storr will continue to direct the salesmen of Pennsylvania, excepting a few Eastern Counties, and will have in addition, a considerable portion of Ohio.

The discontinuance of the Louisville Office will add several counties to the jurisdiction of St. Louis. Fort Wayne, Memphis and Washington, and those counties in Ohio not included in the newly established Pittsburgh Office will be added to the Fort Wayne Office, which is a consolidation of the Indiana and Michigan Offices. Mr. Dorsch will continue as Manager.

Mr. J. P. O'Neil, who has been successful in Philadelphia, will direct the new Branch Office established in that city—to which district will be added several counties in New Jersey and Pennsylvania and the State of Delaware. Mr. O'Neil has done good work this year and his new responsibilities prove how much confidence this firm has in his ability.

Mr. C. H. Davies, who has been Acting Manager of New York for two years, is an old timer with the Company.

As Editor of the *Boomer* at Fort Wayne he did fine work. He has now been appointed to do special work in connection with Government business and then will return to Fort Wayne to take up important work.

Mr. I. L. Walker, Manager of the Ohio District, stands before us a decided success. His District won the Division "B" Cup.

Mr. Walker is a shining example of what hard work and a start at the foot of the ladder earns for a sincere man.

The year 1909 brought Mr. Walker to us as a correspondent in the old Factory Sales Department. He devoted himself to a special study of our Dry Cleaning line and made several trips to call upon factory prospects. His interest and the success of his beginning efforts won him a position in our Factory under L. F. Johnson in 1910.

In 1911, Mr. Walker was brought back to the Factory Sales Department for the purpose of handling prospective Factory business. He continued selling this line after he was transferred to the Fort Wayne District under Mr. Little.

In 1915, Mr. Walker was transferred to Philadelphia as Manager of that Office. A year

later and he had the honor of winning the Cup for Ohio as Manager of that District.

This year finds Mr. I. L. Walker in charge of our Government sales.

Mr. E. J. Little scarcely needs an introduction from the *Boomer*. He has been with us since 1907 when he first served this firm as a salesman in Chicago. Many of our older men will remember him as the Editor of the *Boomer* in 1909. Others will recall when he filled the position as assistant to Mr. W. G. Zahrt at the time Mr. Zahrt was Manager of the Store and Garage Sales Department. Many will recollect distinctly much of the exceptional work done by him during his reign over the famous Fort Wayne District a couple of years ago and a Cup Winner in 1915. Later he became Eastern Sales Manager from which position he resigned to take up duties connected with his outside investments.

Mr. Little has again joined the Bowser organization and has been made Manager of the New York Office. His duties at this new post are deserving of his wide experience and we forecast a successful year for him. He will be assisted by Mr. H. V. Lower, formerly of Toronto Office.

Continued from page 17

Wayne. He has been with us since 1903 when he assisted our Treasurer in the capacity of a clerk. He has put himself, body, brain and heart, into the business of this Company for years. His advancement reads like a modern business romance. In 1909 he was made Sales Manager over territory including what is now the Minneapolis, Tri-State, Fort Wayne, Pittsburgh, Dallas, Memphis, Atlanta, Washington and Louisville territory. A success as an Executive, he was put at the head of all the firm's Branch Offices a little later, then made Store and Garage Manager for the Company. The year 1912 brought him the Assistant General Managership and 1915 added the responsibility of Company Treasurer to his efficient shoulders.

Our General Sales Manager, E. M. Savercool, perhaps feels he has greatest cause to be-moan not meeting you boys this year. A salesman before he joined our organization, he feels he is very close to you road men. He came to Fort Wayne early in 1894 and was assigned territory with headquarters at Chattanooga, Tennessee. In 1898 he spent a year in New York on special work. From here he made a tour of investigation in Canada and in the Spring of 1900 organized a sales force in New England. From this locality he moved South and West to Mexico and then to San Francisco where he worked for nine years organizing our Western Sales Forces. One year ago he came to Fort Wayne and was given the General Sales Managership for the Company.

With his eyes on all you fellows for the past twelve months, he naturally wishes he could have seen you in person

this January, for he wanted to congratulate you on your loyalty, co-operation and good work.



MR. D. A. COREY

How many of you boys know that D. A. Corey, our Executive Engineer, traveled out of Boston in 1904 as a Bowser salesman? And how many know that the merit of his work on the road made it possible for him to take charge of that same office as Manager in 1906; that his "level headedness" advanced him consistently until he became General Sales Manager for the firm? And how many appreciate just how much Mr. Corey did later for our Factory Sales Department, and our Service Department?

As a representative salesman, Mr. Corey ranked second to none. Since he has proved his ability in our Engineering Sales work, he has achieved the title of Executive Engineer and has given over many of his sales responsibilities to take charge of this Company's most difficult engineering problems.

Mr. Corey extends you boys his heartiest wishes for a successful year. He wants to be remembered to you all—for he was, actually, and still is at heart, "considerable of a salesman," and feels related to you men in many ways.



MR. E. H. BRIGGS

Mr. E. H. Briggs is a real, sure enough Bostonian—born reared within hearing distance of the "Common"—a real devotee of Bostonian traditions—the home of Baked Beans and Scholars.

From a bank-teller, he became a Bowser Salesman, advancing himself by merit to the position of head of Engineering Sales, then Sales Manager, and now occupies a responsible position as Executive Assistant.

Mr. A. G. Hartgen, who has been ill in a Baltimore Hospital, is improving rapidly and expects to be on duty, ready for the 1918 race. Mighty glad to hear of your improvement, "A. G."

Mr. H. W. Oattis, of the Atlanta District, has our most sincere sympathy this month. The loss of his father, Mr. N. C. Oattis, was a distinct shock to his many friends in the Bowser organization.

N. B. Steele, of the Washington District, started the New Year right. His first day's work in January netted him an order covering one ten-barrel, Cut 102, and three Cut 63's. Evidently he is plotting for Directorship.

W. A. Billings, of Washington, started off a few days ago with an order for one ten-barrel, Cut 241, F. C. W. O. Keep 'em coming, "W. A.," the F. C. W. O. signatories.

BOWSER PACEMAKERS FOR 1917

THESE MEN HAVE FOUGHT TO VICTORY



S. F. TAYLOR
Albany District

Record

Elected Pacemaker...1912
Elected Pacemaker...1915
Elected Pacemaker...1916
Elected Pacemaker...1917



A. L. McINTOSH
Toronto District

Record

Elected Pacemaker...1915
Elected Pacemaker...1916
Elected Pacemaker...1917



L. W. CROW
Atlanta District

Record

Elected Pacemaker...1914
Elected Pacemaker...1915
Elected Pacemaker...1916
Elected Pacemaker...1917



C. C. FREDERICKS
Railroad

Record

Elected Director...1915
Elected Pacemaker...1916
Elected Pacemaker...1917



W. A. ARMSTRONG
Michigan (Fort Wayne District)

Record

Elected Pacemaker...1915
Elected Pacemaker...1916
Elected Pacemaker...1917



P. S. CORNELL
Toronto District

Record

Elected Pacemaker...1915
Elected Pacemaker...1916
Elected Pacemaker...1917



G. W. ALLEN
Chicago (Minneapolis District)

Record

Elected Pacemaker...1914
Elected Pacemaker...1915
Elected Pacemaker...1916
Elected Pacemaker...1917



J. J. MANNING
Chicago (Minneapolis District)

Record

Elected Pacemaker...1914
Elected Director...1915
Elected Secretary...1916
Elected Pacemaker...1917



F. E. WALTERS
San Francisco District

Record

Elected Pacemaker...1913
Elected Pacemaker...1916
Elected Pacemaker...1917



W. J. BATES
Ohio District

Record

Elected Pacemaker...1915
Elected Pacemaker...1916
Elected Pacemaker...1917



F. LAUGHREY
San Francisco District

Record

Elected Pacemaker...1912
Elected Pacemaker...1915
Elected Pacemaker...1916
Elected Pacemaker...1917



E. E. LOWE
Memphis District

Record

Elected Pacemaker...1913
Elected Pacemaker...1914
Elected Pacemaker...1916
Elected Pacemaker...1917



G. P. STOVALL
Washington District

Record

Elected Director...1914
Elected Director...1915
Elected Director...1916
Elected Pacemaker...1917



J. M. PRIGG
Harrisburg District

Record

Elected Pacemaker...1914
Elected Pacemaker...1915
Elected Pacemaker...1916
Elected Pacemaker...1917



M. A. ASHLEY
Atlanta District

Record

Elected Pacemaker...1914
Elected Pacemaker...1916
Elected Pacemaker...1917



H. U. EARLE
Denver District

Record

Elected Pacemaker...1914
Elected Pacemaker...1915
Elected Pacemaker...1916
Elected Pacemaker...1917

BOWSER PACEMAKERS FOR 1917

THESE MEN HAVE FOUGHT TO VICTORY



J. F. VONDEREMBSE
Denver District

Record
Elected Pacemaker..1915
Elected Pacemaker..1916
Elected Pacemaker..1917



F. H. KILVER
Denver District

Record
Elected Pacemaker..1915
Elected Pacemaker..1916
Elected Pacemaker..1917



T. L. SMITH
Dallas District

Record
Elected Pacemaker..1915
Elected Pacemaker..1916
Elected Pacemaker..1917



R. W. MAXEY
Memphis District

Record
Elected Pacemaker..1915
Elected Pacemaker..1916
Elected Pacemaker..1917



W. B. OFFERLE
Harrisburg District

Record
Elected Pacemaker..1914
Elected Pacemaker..1916
Elected Pacemaker..1917



F. M. KENNEDY
San Francisco District

Record
Elected Director....1915
Elected Director....1916
Elected Pacemaker..1917



W. B. JAMESON
San Francisco District

Record
Elected Pacemaker..1915
Elected Pacemaker..1916
Elected Pacemaker..1917



C. O. HOTTEL
San Francisco District

Record
Elected Pacemaker..1915
Elected Pacemaker..1916
Elected Pacemaker..1917



H. DALGAARD
New York District

Record
Elected Pacemaker..1915
Elected Pacemaker..1916
Elected Pacemaker..1917



W. B. STAMFORD
Harrisburg District

Record
Elected Pacemaker..1915
Elected Pacemaker..1916
Elected Pacemaker..1917



J. C. HARDING
San Francisco District

Record
Elected Pacemaker..1915
Elected Pacemaker..1916
Elected Pacemaker..1917



H. BEIQUE
Toronto District

Record
Elected Pacemaker..1913
Elected Pacemaker..1916
Elected Pacemaker..1917



C. J. ROGERS
Chicago (Tri-State) District

Record
Elected Pacemaker..1915
Elected Pacemaker..1916
Elected Pacemaker..1917



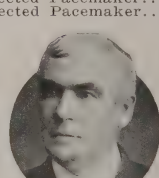
W. M. BOOKER
Harrisburg District

Record
Elected Pacemaker..1915
Elected Pacemaker..1916
Elected Pacemaker..1917



C. A. WEEGO
St. Louis District

Record
Elected Pacemaker..1915
Elected Director....1916
Elected Pacemaker..1917



E. P. WALKER
Memphis District

Record
Elected Pacemaker..1915
Elected Pacemaker..1916
Elected Pacemaker..1917

BOWSER PACEMAKERS FOR 1917

THESE MEN HAVE FOUGHT TO VICTORY



F. H. SULLIVAN
Dallas District

Record
Elected Pacemaker...1916
Elected Pacemaker...1917



W. H. GOOLSBY
Dallas District

Record
Elected Pacemaker...1916
Elected Pacemaker...1917



S. C. KLEIN
Atlanta District

Record
Elected Pacemaker...1916
Elected Pacemaker...1917



E. H. MURDOCK
Chicago (Tri-State) District

Record
Elected Pacemaker...1916
Elected Pacemaker...1917



N. BROWN
Dallas District

Record
Elected Pacemaker...1916
Elected Pacemaker...1917



C. R. McLAUGHLIN
Memphis District

Record
Elected Pacemaker...1916
Elected Pacemaker...1917



C. I. BENFORD
Denver District

Record
Elected Pacemaker...1916
Elected Pacemaker...1917



E. R. HANDLEY
Washington District

Record
Elected Pacemaker...1916
Elected Pacemaker...1917



G. W. ELLIOTT
Albany District

Record
Elected Director....1915
Elected Pacemaker...1917



K. N. McINTOSH
Toronto District

Record
Elected Pacemaker...1916
Elected Pacemaker...1917



J. W. WEEMS
Dallas District

Record
Elected Pacemaker...1916
Elected Pacemaker...1917



R. J. GOODMAN
Michigan (Fort Wayne) District

Record
Elected Pacemaker...1916
Elected Pacemaker...1917



W. H. TRAMMELL
Atlanta District

Record
Elected Pacemaker...1916
Elected Pacemaker...1917



L. C. TANNER
Dallas District

Record
Elected Pacemaker...1916
Elected Pacemaker...1917



H. GUNN
Dallas District

Record
Elected Pacemaker...1916
Elected Pacemaker...1917



C. M. HUNTER
Atlanta District

Record
Elected Pacemaker...1916
Elected Pacemaker...1917

BOWSER PACEMAKERS FOR 1917

THESE MEN HAVE FOUGHT TO VICTORY



W. N. THROOP
Dallas District

Record
Elected Pacemaker..1916
Elected Pacemaker..1917



LEE KUHN
Memphis District

Record
Elected Pacemaker..1916
Elected Pacemaker..1917



N. B. STEELE
Washington District

Record
Elected Pacemaker..1916
Elected Pacemaker..1917



L. F. GREER
Dallas District

Record
Elected Pacemaker..1914
Elected Pacemaker..1915
Elected Pacemaker..1917



J. C. WARD
Chicago (Minneapolis District)

Record
Elected Pacemaker..1913
Elected Pacemaker..1917



J. B. HAGAMAN
Michigan (Fort Wayne District)

Record
Elected Pacemaker..1916
Elected Pacemaker..1917



C. BENNETT
Dallas District

Record
Elected Pacemaker..1916
Elected Pacemaker..1917



J. C. WHITE
Dallas District

Record
Elected Pacemaker..1915
Elected Pacemaker..1916
Elected Pacemaker..1917



R. C. FOSTER
Dallas District

Record
Elected Pacemaker..1916
Elected Pacemaker..1917



C. P. LAW
Harrisburg District

Record
Elected Pacemaker..1916
Elected Pacemaker..1917



E. P. DOLAN
Dallas District

Record
Elected Pacemaker..1912
Elected Pacemaker..1913
Elected Pacemaker..1917



E. F. ENGLISH
San Francisco District

Record
Elected Pacemaker..1915
Elected Pacemaker..1916
Elected Pacemaker..1917



J. H. WILSON
Denver District

Record
Elected Pacemaker..1916
Elected Pacemaker..1917



H. M. TUNSTALL
Dallas District

Record
Elected Pacemaker..1916
Elected Pacemaker..1917



J. O. MCCracken
Ohio District

Record
Elected Pacemaker..1915
Elected Director...1916
Elected Pacemaker..1917



F. E. BRAGG
Chicago (Minneapolis District)

Record
Elected Pacemaker..1915
Elected Pacemaker..1916
Elected Pacemaker..1917

BOWSER PACEMAKERS FOR 1917

THESE MEN HAVE FOUGHT TO VICTORY



C. L. SPEIGHT
Washington District

Record
Elected Pacemaker..1917



L. B. GILBERTSON
San Francisco District

Record
Elected Pacemaker..1916
Elected Pacemaker..1917



H. W. OATTIS
Atlanta District

Record
Elected Pacemaker..1916
Elected Pacemaker..1917



C. A. McNOW
Toronto District

Record
Elected Pacemaker..1916
Elected Pacemaker..1917



W. J. O'BRIEN
Albany District

Record
Elected Pacemaker..1917



A. L. CORBIN
Washington District

Record
Elected Pacemaker..1916
Elected Pacemaker..1917



J. M. ROY
Toronto District

Record
Elected Pacemaker..1916
Elected Pacemaker..1917



F. J. LIBBEY
New York District

Record
Elected Pacemaker..1916
Elected Pacemaker..1917



R. E. ERWIN
Denver District

Record
Elected Pacemaker..1917



F. BROWNE
Harrisburg District

Record
Elected Pacemaker..1916
Elected Pacemaker..1917



R. C. CHATHAM
Dallas District

Record
Elected Pacemaker..1916
Elected Pacemaker..1917



J. A. S. MEYER
Memphis District

Record
Elected Pacemaker..1916
Elected Pacemaker..1917



W. F. EICHELBERGER
Harrisburg District

Record
Elected Pacemaker..1916
Elected Pacemaker..1917



A. G. LOCKE
Albany District

Record
Elected Pacemaker..1916
Elected Pacemaker..1917



J. J. CLINE
Memphis District

Record
Elected Pacemaker..1914
Elected Pacemaker..1917



E. L. VEIRS
San Francisco District

Record
Elected Pacemaker..1916
Elected Pacemaker..1917

BOWSER PACEMAKERS FOR 1917

THESE MEN HAVE FOUGHT TO VICTORY



C. A. MATHISON
Michigan District

Record
Elected Pacemaker..1917



B. G. WHITLOCK
Chicago District

Record
Elected Pacemaker..1917



C. L. HUFFMAN
Indiana District

Record
Elected Pacemaker..1917



C. H. PRIDEY
St. Louis District

Record
Elected Pacemaker..1917



S. M. CHILTON
Washington District

Record
Elected Pacemaker..1917



G. N. ROOS
Harrisburg District

Record
Elected Pacemaker..1917



C. H. KING
Toronto District

Record
Elected Pacemaker..1917



J. S. LEWIS
Dallas District

Record
Elected Pacemaker..1917



R. A. DUSAULT
Albany District

Record
Elected Pacemaker..1917



G. A. SMITH
Washington District

Record
Elected Pacemaker..1917



F. W. SWERER
Denver District

Record
Elected Pacemaker..1917



P. CARLTON
Michigan District

Record
Elected Pacemaker..1917



S. O. WILLIAMS
Dallas District

Record
Elected Pacemaker..1917



C. H. KNODELL
Toronto District

Record
Elected Pacemaker..1917



J. S. BRONSON
St. Louis District

Record
Elected Pacemaker..1917



J. W. FREEMAN
Toronto District

Record
Elected Pacemaker..1917

BOWSER PACEMAKERS FOR 1917

THESE MEN HAVE FOUGHT TO VICTORY



T. H. RHODES
Toronto District

Record

Vice-President1912
Elected Pacemaker..1913
Elected Pacemaker..1915
Elected Pacemaker..1916
Elected Pacemaker..1917



F. C. SCHUSTER
Albany District

Record

Elected Pacemaker..1913
Elected Pacemaker..1914
Elected Pacemaker..1916
Elected Pacemaker..1917



J. H. BEDSER
St. Louis District

Record

Elected Pacemaker..1917



E. J. MURPHY
Toronto District

Record

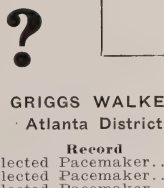
Elected Pacemaker..1912
Elected Pacemaker..1913
Elected Director....1915
Elected Pacemaker..1916
Elected Pacemaker..1917



L. D. BAKER
San Francisco District

Record

Elected Pacemaker..1917



R. C. GUENTHER
Chicago (Minneapolis District)

Record

Elected Pacemaker..1916
Elected Pacemaker..1917



A. E. MOFFATT
Toronto District

Director Elected1912
Director Elected1913
Pacemaker Elected1914
Pacemaker Elected1916
Pacemaker Elected1917

GRIGGS WALKER
Atlanta District

Record

Elected Pacemaker..1915
Elected Pacemaker..1916
Elected Pacemaker..1917

C. S. SEVERANCE
San Francisco District

Record

Elected Pacemaker..1917

N. WETZEL, JR.
Chicago District

Record

Elected Pacemaker..1917

R. G. KENNEY
St. Louis District

Record

Elected Pacemaker..1917

J. L. STEENHUIS
Memphis District

Record

Elected Pacemaker..1917

W. W. SCRUGGS
Memphis District

Record

Elected Pacemaker..1917

C. L. STEBBINS
Toronto District

Record

Elected Pacemaker..1917

J. G. PHIPPS
Ohio District

Record

Elected Pacemaker..1917



R. S. GILCHRIST
Toronto District

Record

Elected Pacemaker..1916
Elected Pacemaker..1917



J. C. LONG
Atlanta District

Record

Elected Pacemaker..1916
Elected Pacemaker..1917

?

?

?

?

No Photos

At the time of going to press, cuts of the following Pacemakers haven't been received.

"Smiling Guy"

G. W. WOLFORD
Chicago District

Record

Elected Pacemaker..1917

BOWSER PACEMAKERS FOR 1917

THESE MEN HAVE FOUGHT TO VICTORY



H. T. EGGLESTON
Memphis District

Record
Elected Pacemaker..1917



F. P. BRANDT
Michigan District

Record
Elected Pacemaker..1917



E. E. THOMAS
Memphis District

Record
Elected Pacemaker..1917



C. R. ROSS
Albany District

Record
Elected Pacemaker..1917



F. W. PATTERSON
Atlanta District

Record
Elected Pacemaker..1917



H. M. BROWN
St. Louis District

Record
Elected Pacemaker..1917



P. H. LEMEN
Harrisburg District

Record
Elected Pacemaker..1917



F. H. LOWE
Harrisburg District

Record
Elected Pacemaker..1917



H. A. STITZEL
Minneapolis District

Record
Elected Pacemaker..1917



W. S. CAMDEN
Ohio District

Record
Elected Pacemaker..1917



W. S. ROW
Memphis District

Record
Elected Pacemaker..1917



W. E. GROOMS
St. Louis District

Record
Elected Pacemaker..1917



I. K. JACOBS
Ohio District

Record
Elected Pacemaker..1917



O. P. HARRISON
Atlanta District

Record
Elected Pacemaker..1917



W. SNAPP
St. Louis District

Record
Elected Pacemaker..1917



J. F. JEFFREYS
Washington District

Record
Elected Pacemaker..1917

BOWSER PACEMAKERS FOR 1917

THESE MEN HAVE FOUGHT TO VICTORY



L. L. BROWN
Dallas District

Record

Elected Pacemaker..1917



J. W. HAGERTY
Toronto District

Record

Elected Pacemaker..1917



E. E. MAXWELL
St. Louis District

Record

Elected Pacemaker..1917



E. W. ADAMS
Albany District

Record

Elected Pacemaker..1917



P. J. SOMERS
San Francisco District

Record

Elected Pacemaker..1917



F. C. RICE
Chicago (Tri-State
District)

Record

Elected Pacemaker..1917



E. W. CLINE
Harrisburg District

Record

Elected Pacemaker..1917



M. B. PEIFFER
Harrisburg District

Record

Elected Pacemaker..1917



A. MCINTOSH
Toronto District

Record

Elected Pacemaker..1917



S. W. SILSBEE
New York District

Record

Elected Pacemaker..1917



M. D. KEEFE
Albany District

Record

Elected Pacemaker..1917



C. E. JOYCE
Dallas District

Record

Elected Pacemaker..1917



D. F. HERNON
Albany District

Record

Elected Pacemaker..1917



C. BREMNER
Toronto District

Record

Elected Pacemaker..1917



O. T. MCKISSICK
Dallas District

Record

Elected Pacemaker..1917



C. GROVES
Memphis District

Record

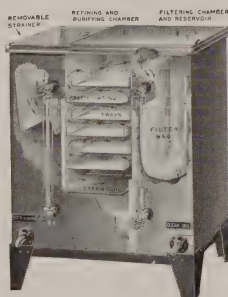
Elected Pacemaker..1917

BOWSER

ESTABLISHED 1885

Products Are Needed by All Manufacturers and Merchants

Who Desire to Conserve Oil and Gasoline



Cut 7F1 Filtration Outfit

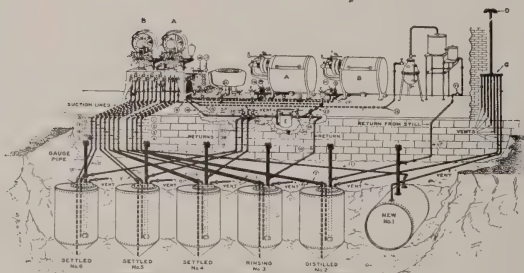
For a manufacturer the Cut 7F1 saves oil and gives better lubrication—in many cases reducing oil bills one half.

Cut 154 Wheel Tank For Lubricating Oil

A Cut 154 Wheel Tank can be most profitably used by a garage owner, for oil can be conveniently measured and its convenience at the curb makes it a most desirable investment.



Dry Cleaning Equipment



The Bowser Systems for Dry Cleaners are fire-proof—easy to handle and effect a saving in soap and gasoline sufficient to make an investment pay enormous returns. We have letters from dry cleaners who report a saving of as much as a half of their gasoline and soap bills.

The Investment Is Nominal

BOWSER BOOMER

VOL.17 - NO.3

FEB 1. 1918



OFFICERS AND DISTRICT MANAGERS
S. F. BOWSER & CO., INCORPORATED

"DADDY" MOORE

D. Moore, of our Atlanta Office, wishes to announce that the year of 1917 brought him not only the Directorship of his office, but a nine-pound baby boy, who, inheriting his father's selling genius, has already sold his mother on the idea he must be entertained lavishly during his waking hours.

Congratulations, "D. M." Wait until son sells you on the notion he needs ready cash after school evenings!

Tonight don't forget to write your Daily Report.

Tomorrow start in working your territory on the Calling List Plan. In demonstrating Bowser Equipment, use your model. And in writing up your orders—be painstakingly accurate.

Messrs. A. McAllister and C. S. Bootes were visitors at the Toronto Office last week.

Mr. Frank Fowles, of the Tri-State District, began work for our Company a few days ago and immediately celebrated the occasion with the sale of a F. C. W. O. Cut 1 Pump. The right kind of a start! Eh, what?

R. A. Dusault closed two orders last week which netted him upwards of 120 points. Our Albany boys are certainly "hitting it up" early.

An Appreciation

When, a few weeks ago, we sent broadcast a request for Boomer material to salesmen and sales-managers alike, we hardly dared hope it would meet with such a hearty response from every corner of the continent. We have always believed every Bowser salesman and every Bowser manager was keenly interested in the Boomer and we are anxious that every issue should carry a constructive message to every one.

Our confidence has been more than justified.

Because we handle the correspondence of some 500 salesmen, district managers and correspondents, we necessarily can not give each the publicity we would like, and we have, therefore, found it necessary to select items that were particularly interesting to all. Possibly some will think they have been overlooked or that their contribution was not appreciated. We hasten to assure them that this is not the case. We need **every** man's co-operation. We want each one of you to continue to think of a sales argument or a selling point that will help some one else over a hard place; to send us interesting photos with full descriptions, all are welcome. If there is a duplication of ideas, we will select from each a word or idea and incorporate them in our sales articles.

So—here's our thanks for this latest example of Bowser co-operation—Bowser efficiency—this most practical expression of a desire to assist in making the results of 1918 memorable in the history of "Bowserism."

WE'RE WONDERING

We're wondering—we who sit in the Boomer Editorial Department and cogitate on the achievements of our sales force—we're wondering if Denver is going to be a 100% Pacemaker District this year, just as it was last year.

How about it, Denver Daring Doers?

REAL 1918 OPTIMISM

"Tell all the boys I will be in the Pacemakers' Club in time for the morning services."

C. L. SPEIGHT,
Washington Office.

According to District Manager "Jack" Burrows some fine business has been received from B. A. Defler, E. H. Murdock, M. F. Grigg, and W. P. Shepherd, of Tri-State fame.

Oh, what's the use! Here's C. R. Eggleston, of Albany, duplicating his last year's record this January. We used all our powers of description portraying his brilliant sales scores last year—and 'ere 'e is at it again!!

Mr. B. H. Hubbard, of the Chicago District, began work with us by selling a F. C. W. O. order for a Cut 125 Equipment. Good stuff, that! "Keep on keeping on" at the same method of selling business and "you'll be there" next January.

Those things by which you profit most are best for you. Therefore, see to it that you give your self-generated "mule power" chiefly to those things which will each day bring you biggest returns.

From Gasoline Tank to Soda Fountain

This article explains how an Oakville, Ont., merchant made capital out of passing motorists.

A gasoline pump on the sidewalk stops the "joyriders" and the inviting soda fountain inside attracts the occupants while the motor tank is being filled up.

At first sight there does not appear to be anything in common between a gasoline tank and a soda fountain. To begin with, the first feeds a car and the second feeds people. As the old saying goes "Pigs are pigs!"—and gasoline is gasoline, and ice cream is ice cream, and you wouldn't suppose that there was any relationship between gasoline and ice cream.

But there is.

At least one dealer has proved it. More than that he has cashed in on it. He has linked up a gasoline tank with a soda fountain to the mutual benefit of both, and to himself as cashier. His name is James L. Hewson and he lives at Oakville, Ont.

The Summer Town

"The idea," said Mr. Hewson to a Canadian Grocer, recently, was that Oakville is a summer town. Automobiles are passing and repassing through our streets continually, chiefly en route between Hamilton and Toronto. More than that, Oakville for its own sake, is a pretty summer town and a short trip from either Hamilton or Toronto in a car. We have quite a surplus population in the summer. I saw automobiles dashing to and fro in the summer and they passed my store window without my being alive to the fact—for a long time—that I could make money out of them. Automobiles represented, when I came to think of it, a demand for gasoline. I determined to instal a gasoline tank outside my store. I did this. I had a sign which pointed out the fact to motorists that they could get their gasoline here, and very soon I began to get returns. Car after car stopped outside my store to buy gasoline and I did a good business in gasoline. Not perhaps a usual thing for a grocer you think. Nevertheless all is fish that comes to my net, and 25c spent on gasoline is just as good as 25c spent on biscuits."

"It was not for some little time that I conceived the idea of making money going and coming, in other words of securing trade not only from the car itself, but from the occupants. But it occurred to me

that while the automobilist was getting gasoline for his car outside my store the folks in the car were sitting there waiting and doing nothing."

"It appealed to me, as it appealed to a great many people, that on a hot day nothing is more inviting than a soda or ice cream. I figured it would look that way to the people who were waiting in the car outside my store. While the car was being filled with gasoline, I said to myself, its occupants might just as well be filled with soda or ice cream to my profit."

Installed a Soda Fountain

"I obtained a soda fountain and a set of chairs and so on. I got all the requisites for making and dispensing soft drinks of all kinds, and then I set out to build up a trade from the gasoline tank outside the store to the soda fountain inside the store. In the summer months I have a sign outside pointing out that there is a soda fountain inside and I have come to see that while the engine is being filled with gasoline the people in the car would much rather be sitting at the fountain inside the store getting good cool drinks which cost them a mere bagatelle. That's one way I have of cashing in on the tourist trade which is coming to Oakville."

Reasons for Success

There are two or three reasons why this expedient would turn out so profitably. To begin with, of course, there is no loss on gasoline. You are not dealing in something you have to sell in a certain time or else put on bargain and sell at a loss. You are dealing in a commodity that is standard in price all the year round. True, of course, there is not much trade accruing in Winter months, tho' there is some, but this is a detail which cuts little ice, inasmuch as gasoline does not go bad or deteriorate in quality. In fact this stunt of having a gasoline tank outside a grocery store is simply one added method or channel down which profits may flow and through which there is no possible chance of loss.

As to the Soda Fountain, this is located in a prominent place in Mr. Hewson's store on the left hand

side as you go in. Considerable space is devoted to it, for the store is a roomy and airy one. It is kept scrupulously neat and clean. A series of stools, common to ice cream parlors, are arranged by the counter where the soda fountain is; the fountain itself is kept clean and bright—as is indeed the rest of the store—and the soda fountain and its et ceteras, adds to, rather than detracts from the appearance of the whole store.

In fact the system is an excellent way of getting one's share of business in a summer town and of utilizing an opportunity viz. the automobiles passing and repassing, when that opportunity presents itself.

Mr. Hewson should do a still greater business at his soda fountain when prohibition becomes effectual.—Exchange.

A PATRIOTIC AND UNSELFISH ATTITUDE

Under the heading "Aiding the Red Cross," the "Motor News," an English publication devoted to the automobile industry, publishes an account of a Golf Tournament in England, which was planned in the interest of the Red Cross Society.

This account interests the Bowser Company, particularly since Mr. P. F. Woods, one of our salesmen, traveling in the British Isles, was successful in winning the tournament and after doing so showed his patriotism and interest in the Red Cross work by putting up for auction the cup which he had been successful in winning. The proceeds of the auction were turned over to the Red Cross fund.

Mr. Woods is to be congratulated on his golfing and patriotic generosity.

Read Good Literature for Development

The number of words used by the average person is three thousand, while the number used by William Shakespeare is fifteen thousand.

Facility in verbal expression depends upon the extent of a man's vocabulary, and that in turn depends upon a study of good literature.

We have boys in this Company who say mighty little, but they are so well prepared to say what they have to say that they never fail to get their message across.

Boys, there is a best way of conveying your proposition to your customer. There is the fewest possible words, the careful specifying of your thought, the purity of plain diction that makes any distortion of your meaning impossible.

Fluent speech, clarity of statement in describing a Bowser Equipment is a splendid business asset. The ability to make a prospect understand the parts of one of our outfits—their various uses—the manner in which they operate, is of inestimable value. And this asset may be attained by reading—good books—by studying Bowser lit-

erature, and by looking up words in Noah Webster.

Now all this doesn't mean you need to work your way through the logic of Bacon, the philosophy of Immanuel Kant, read Berkley or the discourses of Epictetus. It only means that you read something worth while every day.

THESE BOOKS WILL MAKE YOU A BETTER SALESMAN

- Bean—How to Persuade and Convince
- Brisco—Economics of Efficiency
- Casson—Ads and Sales
- Emerson—Efficiency
- Emerson—Twelve Principles of Efficiency
- Fowler—Practical Salesmanship
- Hoyt—Scientific Sales Management
- Knox—Salesmanship and Business Efficiency
- Larsen—Business Psychology
- Lindgren—New Salesmanship
- Marden—Training for Efficiency
- Maxwell—Salesmanship
- Munsterberg—Psychology and Industrial Efficiency
- Scott—Increasing Human Efficiency in Business
- Scott—Influencing Men in Business
- System Co.—Knack of Selling
- Vardaman—Master Salesman

G. A. SMITH'S RECIPE FOR SUCCESS

Personality
Purpose
Plan
Perseverance

Pretty good, huh? Washington must be some think-factory to produce good common sense like the preceding.

JEFFREYS HAS THE RIGHT SPIRIT

Winston-Salem, N. C.

Dear Mr. French:

You have recently written us two or three times about Factory Equipment. While I have always known it was one of the best parts of our line, I really am getting more enthusiastic about it every day.

I have just run over my Sales of Factory Equipment for the past five weeks and find it totals 27 points. This with my regular business in all lines makes me feel good.

I am going after every factory in my territory this winter and expect to show you something.

With regards,

Very truly yours,
(Signed) J. F. JEFFREYS.

"M. B. PEIFFER HONORED BY THE BOWSER CO."

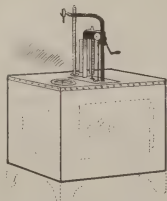
"Morris B. Peiffer, of 353 North Third street, who has been the local agent for Bowser oil tanks, storage system and pumps, etc., has received notification from the S. F. Bowser Company, Inc., of Fort Wayne, Indiana, notifying him he has won a place in the Pacemaker Club of the company, by reason of his efforts during the past year.

He made 507 points during the year, just seven more than is necessary to enter the club.

The honor thus conferred is not only a distinction which all agents of the company aspire to, but carried with it a substantial emolument. Mr. Peiffer has the felicitations of his many patrons and friends."

—Clipped from a Lebanon, Pa., paper.

A Bowser is a "Safe" Investment



A BOWSER IS A "SAFE" INVESTMENT

Safe because the purchaser
need not fear

OIL LOSSES
TIME LOSSES
FIRE LOSSES
MONEY LOSSES

**BOWSER
BOOMER**

PUBLISHED SEMI-MONTHLY BY
S. F. BOWSER & CO., Inc.
Fort Wayne, Indiana

H. J. BRADSHAW, Editor

THE BOWSER BOOMER IS THE MAGAZINE
OF THE BOWSER SALESMEN
OF THE WORLD

It is published in their interests and its view-
point reflects their aims, activities and ideals.
Every salesman is entitled to a copy.
News items, photographs, sales arguments
from all are welcome.

Vol XVII FEBRUARY 1, 1918 No. 3

"BUCK FEVER"

"Buck Fever"—a most common disease amongst salesmen:

Did you ever have "Buck Fever"? They say (we never have had time nor opportunity to get near enough to a shotgun to talk from personal experience) that when a hunter goes after big game, and a good sized bear or a deer comes into sight, the inexperienced one becomes so excited that he loses all sense of his surroundings—doesn't know, in fact, whether to push or pull the trigger—isn't sure whether he ought to sit down or stand up—run or hold his ground—in short, he has "Buck Fever"—a mighty inconvenient ailment to develop when you have traveled hundreds of miles to make a reputation.

There are many men and women who can sit and talk intelligently on a given subject—have very definite ideas, state them clearly and concisely, never repeat—and yet if an emergency calls them to their feet, they are utterly at a loss for something to say, or for words to express any thoughts which come to them. They become embarrassed and generally end by saying or doing exactly what they would not think of doing, nor did care to do—simply "Buck Fever," that's all.

There are salesmen who can call on the corner grocer or the garage man, who can command such a flow of oratory that before they know if they have the signature on the order, who can figure and fight with the hardest headed buyer and make him see things their way to the extent of getting the order; and yet—these same salesmen when approaching a "big" prospect—a general manager or a big purchasing agent or an engineer, will be so ill at ease that, instead of digging right into the facts of the case, will fiddle and fuss around talking inanities, weather, everything in fact, but business and end up without an order. Why? Just "Buck Fever."

Now, what is the cure?

Well, in the first place, a "big" man is generally a "busy" man. He may be a man of reserve. He may be reticent or have an austere presence, all developed in his climb from obscurity to prominence. In his travels he has developed these traits because he has found it necessary to listen carefully, weigh thoughtfully each statement, that he may evolve the best plan and has learned that an attitude of reserve gives him more opportunities to get the real facts of the case.

It is useless to endeavor to reach this man with subtleties. To gain or hold his attention he must be appealed to through facts. Get to them as soon as possible.

As the writer goes about his business in this big Bowser Company, he comes in contact with all the "big men" of the organization and he finds them at heart a most enjoyable lot of men to know. Every one of them alert, anxious to get all the facts possible upon which to base every decision; but they have no time to waste.

There is nothing to be afraid

of, however in a "big man." The nearer you get to him, the more lovable he becomes.

Therefore, in your attempts to "sell" big men, remember no "Buck Fever" tactics go. Know what you have to say, say it intelligently, say it briefly, say it concisely, and you need have no fear as to the results.

OUR COVER

On the cover of this issue of the Boomer is presented a photograph of the officers and salesmen of the Bowser Company.

These gentlemen have been in attendance at the annual meeting held for the interchanging of ideas looking towards the advancement of our sales organization. For convenience in locating each one, we are reproducing a small cut with each numbered.



1. S. F. Bowser, President.
2. A. A. Bowser, 1st V. President.
3. H. J. Grosvenor, Factory Mgr.
4. S. B. Bechtel, General Mgr.
5. E. M. Savercool, Gen'l Sales Mgr.
6. H. M. Bowser, 2nd V. President
7. W. G. Zahrt, Asst. Gen'l Mgr.
8. R. S. Colwell, Eastern Mgr.
9. W. M. Mann, Albany Mgr.
10. H. W. Brown, Memphis Mgr.
11. L. P. Murray, Central Mgr.
12. E. H. Briggs, Executive Asst.
13. C. C. Barnett, Denver Mgr.
14. D. A. Corey, Executive Engineer.
15. H. J. Bradshaw, Editor "Boomer" and "Booster."
16. J. L. Rhoads, Mgr. Albany Warehouse.
17. R. G. Schulze, Export Mgr.
18. J. W. Burrows, Tri-State Mgr.
19. Harry Christie, Canadian Mgr.
20. H. C. Storr, Pittsburgh Mgr.
21. P. J. O'Neill, Philadelphia Mgr.
22. A. W. Dorsch, Fort Wayne Mgr.
23. L. E. Porter, St. Louis Mgr.
24. E. B. French, Washington Mgr.
25. D. S. Johnson, San Francisco Mgr.
26. H. C. Carpenter, Atlanta Mgr.
27. I. L. Walker, Government Sales.
28. C. H. Davies, Mgr. Publication.
29. E. J. Little, New York Mgr.
30. R. R. Safford, Minneapolis Mgr.

Get the Viewpoints expressed and then lay your plan

Greater possibilities and more opportunities are open to the Bowser line and the Bowser Salesman in 1918 than ever before. My belief is that they will be such that it may demand a rearrangement of our general working plan. The salesman that studies thoroughly the conditions which are constantly changing in his territory, that is wide awake, big and broad enough to appreciate them and to meet them in a businesslike way will find that 1918 has been the most prosperous year of his experience.

H. W. BROWN,
Memphis Manager.

War restrictions on export business and apparent general retrenchment abroad add materially to the difficulties that must be overcome. Still, we anticipate a satisfactory business for 1918.

R. G. SHULZE,
Export Manager.

This year, like its predecessors, is chuck full of opportunity—but now as always you must do your bit. This year though to Bowser men is of unprecedented promise. The Factory is ready for you. So start now to make 1918 the biggest and best you ever had and this will mean the same for the Organization. Good luck and success.

R. S. COLWELL,
Eastern Manager.

Above all desire success. One of the indications of success in the Bowser Line is securing membership in the Pacemakers' Club.

Under changing conditions, this honor is surely attainable by every man who reinforces his Wish-Bone with a Back-Bone and works his territory persistently, consistently and intelligently throughout the year; giving his business the same attention that other successful business men give their affairs.

Work—WORK—W-O-R-K!

L. P. Murray,
Central Manager.

I prophesy for the Atlanta District greater results than ever before. This for the reason that we are out for greater results and all eyes will be on Atlanta before the Sales Year of 1918 closes.

H. C. CARPENTER,
Atlanta Manager.

This is the time for POSITIVE THINKING. For as you think, so will you accomplish. You should have plans for the year. You should see your territory as a problem full of opportunities for you to work. So plan to fit your efforts to the year and consider the possibilities open to you to sell all lines.

L. E. PORTER,
St. Louis Manager.

Opportunity and prosperity come in proportion to your ability to excel. The year of 1918 is big with business opportunities in all lines of Bowser goods. More kerosene is being used than ever before. The necessity of conserving the lubricating oil supply, and of handling gasoline with minimum waste—gives us the best sort of field on which to stage our 1918 battles.

H. C. STORR,
Pittsburgh Manager.

Our new home is all in order for 1918 and every salesman will finish the year a Pacemaker.

J. P. O'NEIL,
Philadelphia Manager.

Your business in 1918 is to sell more outfits and earn larger commissions than you did in 1917. The opportunity for big business is here. The demand for Bowser equipment is greater than any year heretofore. Therefore, use every sales argument and sales help to further your 1918 campaign. Give particular attention to factory and store lines.

E. B. FRENCH,
Washington Manager.



T was impossible to receive from statement that which

substantial resumé of the of each manager on cases, quoted a part has written to his satisfaction not written in a hurry. The result of most earnest careful words, intended men a word of advice.

These statements, written carefully by each one and will be a shining light to

It is difficult to anticipate what the coming year will bring forth. Yet I believe from a business standpoint, we have passed thru the worst period, the one of uncertainty. We know better what to expect; everything is gradually getting back on a more stable basis. The prospects for business are good. With us the stock situation is much improved. The Factory is in position to manufacture the goods to meet the requirements of the sales organization.

The unusual conditions are here to stay for some time to come. We cannot wait for them to change. It is necessary that we accept them. Everyone should go ahead with his plans. Business cannot stop. The sooner we realize this, the better it will be for all of us. It is your

by the District Managers for 1918 Business

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sales managers a
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or over the name
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pressed in most
ey to the faithful
past experiences.
ould be considered
on gained therefrom
reater efforts.

and to your interest to pass
thought along to the trade,
brother salesmen and every-
one whom you talk. Do your
The Bowser organization, over
hundred strong, covering as it
every section of the United
States and Canada, can exert a big
influence for good along this line.

Outlook for business this
year is good. The action of the
Government in taking over the rail-
roads has restored confidence,
and is going to have a big effect
on business in general. We had a
start in January and indicate
that we will materially
improve our business of last year.
Prospects are certainly bright.

D. S. JOHNSON,
Western Manager.

Our Factory is preparing to take
care of your orders as fast as they
come in. Push the sale of Lubri-
cating and Kerosene tanks—but
don't neglect the rest of the line.

The outlook for business is better
than ever before. We will make
1918 the biggest year in our history.

A. W. DORSCH,
Fort Wayne Manager.

All Prince can say is on the one
subject of Dallas' Victory. Heed his
words:

"Let's make it a three-time victory,
Boys! Let's win the Cup
again in 1918. Success is largely
a habit, so let's get the Cup Win-
ning Habit and keep the big 'Urn'
here indefinitely. Let's win the Cup
early in the year. You fellows
know we have a good opportunity
this year to roll up a big February,
March, April, May, June, July,
August, September, October, No-
vember and December business."

B. L. PRINCE,
Dallas Manager.

I have before me a clipping from
a recent Denver Daily, compiled by
the State Oil Inspector, in regard
to Gasoline and Oil Consumption
increase in the State of Colorado.
We have no doubt what is true in
Colorado is proportionately true in
every other section of the midwest
and the entire country.

In every single month of 1917
there was in Gasoline consumption
an increase over the same month
in 1916, or for the entire year, over
10,000,000 gallons, or 50% increase;
and the Kerosene increase was over
2,000,000 gallons or about 45% in-
crease.

"This is some argument, Boys,
for a lot of new business for 1918.
The fact is the necessary storage
is bound to be required and as
everybody will be in a hurry, the
fastest possible pumps will be need-
ed, which is Bowser's middle
name.

C. C. BARNET,
Denver Manager.

Business for 1918 is opening up
fine! The prospects look fine in
every territory and I have never
seen so many live inquiries for this
time of the year as we have re-
ceived in the Tri-State District just
this week.

J. W. BURROWS,
Manager Tri-State District.

Outlook for business better than
ever before. The Factory is run-
ning full blast—your orders will be
filled promptly and everyone will
be held personally responsible for
the results in his territory. Push
Factory, Lubricating, Kerosene and
Paint Oil Equipment. 'The year
bids fair to be the biggest ever.

W. M. MANN,
Albany Manager.

The Minneapolis aggregation can
put their Office so far in the lead
that we can "blaze the trail" for
the rest of the Bowser Sales Or-
ganization during the entire year
of 1918.

R. R. SAFFORD,
Minneapolis Manager.

In greater New York there seems
a strong spirit of optimism as to
1918 business. Most all the large
concerns have made extraordinary
profits during the last two years
and have conserved their cash re-
sources so that they are in strong
positions to meet whatever unusual
conditions may arise and there-
by help stabilize business in gen-
eral.

E. J. LITTLE,
New York Manager.

All our salesmen are already on
the job and working hard. This
early start will have a good effect
on our January business. Condi-
tions are good generally and we are
confident that 1918 will show a sat-
isfactory increase over last year's
business.

Our Sales Force is practically un-
changed and all the boys are in
good health and spirits. Every man
is determined to make the Club
this year and we are very hope-
ful, indeed, that this can be ac-
complished.

HARRY CHRISTIE,
Canadian Sales Manager.

**"SHADY DALE
HAS A FIRE"**

"Shady Dale, Ga., Jan. 5—A fire resulting from an explosion when gasoline was being poured into the tank of the automobile owned by a Mr. Shaw caused about \$1,000 in damages here tonight. Mr. Shaw's barn was destroyed and the fire threatened to spread, but he effective work of the bucket brigade prevented further loss. A large number of bales of cotton caught fire, but the blaze was quickly extinguished."

The gentleman referred to in the preceding article was urged by our Mr. F. W. Patterson, of Atlanta, to purchase a B O W S E R equipment shortly before his property was destroyed by fire.

**From the Ridiculous to the
Sublime**



When a salesman can travel one day in a Pullman and the next day climb aboard the hurricane deck of a some superannuated quadruped and wend his way over hill and valley—hot or cold—rain or shine—then he can qualify as a real salesman.

Here is illustrated the diversity of territory in which our Kentucky friends must travel. Imagine if you can what you, who have paved streets and interurbans to move upon, would do if you had to work under these conditions.

**ALBANY "LUB"
SALESMEN**

M. D. Keefe, E. L. Thompson, S. A. Collins, C. M. Carpenter and F. C. Shuster are living up to "A-lube-a-week per salesman" and then some. Go to it, Boys!!

M. A. Ashley, of Selma, Alabama, spent a few days at the Atlanta Office last week. In reviewing his work for 1917 he says that he has discovered so many things to improve upon during the coming year that Director Purdy has got to step livelier than ever if he expects to continue to hold this most enviable position in the Atlanta District.

We learn with regret that Mr. E. E. Lowe's wife is ill in the Banner Hospital, St. Louis, Missouri.

**PUTTING OVER FACTORY
BUSINESS**

Any factory that uses three barrels of oil per year should be sold a 63 and a 7 F.

Study your bulletins and sell yourself first. If a customer is not interested on first call, keep on calling until he is. Upon each call, show added enthusiasm in your line.

When calling on a factory, it is absolutely necessary to have a definite knowledge of the products manufactured by them.

Then study the process of manufacturing their products and be thoroughly familiar with each operation necessary or the operations which are standard among factories manufacturing similar products.

After thoroughly familiarizing yourself with a particular line, study the kind of oils used and the amounts. Then you

are prepared to talk intelligently to a prospective customer.

Always be on the lookout for new ideas in regard to the manufacture of different articles and the handling of oils in an economical way. For instance, when calling on two different factories manufacturing the same products, I found one using three times the amount of oil of the other. Upon investigation I found one putting oil in the exact spot in the machine where needed and the other throwing the oil at the machine, thus taking a chance of its getting to the right place. When the second party was shown his mistake he appreciated the tip and set about to correct his mistake.

Take a personal interest in every customer and show him you wish to help him make a success of his business.

C. B. SUNDERLAND,
Fort Wayne District.

BE POSITIVE

Be positive in all you say and do—be so sure of your ground—so completely informed concerning the subject to be discussed or decided upon that you can speak with authority.

"When things are hard to do they are correspondingly more worth doing. To accomplish them may necessitate a readjustment of life-long habits, and may even change your whole mode of existence, **but it can be done.**"

THINK IT OVER!

The consciousness of a duty well done carries its own reward. So the adage goes; but considered commercially a duty well done commands the greatest financial returns. So, take it as you please. It will work satisfactorily for all concerned.

O. N. Gillette visited our "Sanctorum" the other day. He said he had no news for the Boomer. We asked him if he'd had any exciting adventures recently. And he said "Oh, no!" Then he yawned and added—"Nothing exciting except I drove an automobile twelve miles along the top of a very high mountain a week ago, and after I'd fallen down into the valley below, and been gathered together on the Main Street in Centerville, Tennessee, I sold a five-barrel, Cut 241, and that's all for today."

We learn with regret that our Atlanta Manager, Mr. H. C. Carpenter, and his brother, C. M. Carpenter, lost their father recently. Mr. Carpenter was eighty-four years old the day he died. The Carpenter boys' many friends in the organization extend them their sincere sympathy.

Our Printing Dept. Heads



RALPH DOTY (Left) and CHAS. ARCHER (Right)

Boys, you all noticed what a smashing fine Boomer you had last issue. Well, Mr. Charles Archer, Manager of the Bowser Printing Department, and Mr. Ralph Doty, Head Printer, were responsible for the fine display heads, the metal composition, and the excellent "set up." These two men are experts in their line, and they always see to it that your Boomers are as nearly perfect as it is possible to make them. On the Pacemaker issue last month they more than outdid themselves, you all must certainly agree.

Mr. W. J. Murray, who previously worked a part of New Brunswick, and Prince Edward Island, is assisting Mr. Christie in the office, with the sales work, for the time being, the office staff having been depleted by the transfer of Mr. Lower to the New York Office.

We do not care to appear vindictive but just as a sort of warning, we suggest that a certain top-notch salesman "operating" "somewhere east of the Mississippi," north of the "Mason-Dixon," west of the Alleghanies, either change his name, rearrange or abbreviate it. We speak for the printer, the linotype operator and the "Stenog."

K. F. Hessessenmeueller, please take notice.

At the Montreal Automobile Show, January 19th to 26th, inclusive, Messrs. Beique, Filteau and McKnown were official demonstrators.

AN EXAMPLE OF BRAINS



C. L. STEBBINS

Here is Toronto's Mr. C. L. Stebbins, a Pacemaker in last December's big line up. Mr. Stebbin's photograph was delayed, so his picture was not reproduced with the others published in our January 15th Boomer. "Better late than never," Mr. Stebbins. Now that we have a cut of you, when you win your 1918 membership we'll be able to announce you properly without delay.

A dog was in the habit of going daily to a baker's shop. His master would give him a penny, which he would drop out of his mouth onto the counter, receiving in exchange a penny bun. One day his master said to the baker, "I would like to know how much my dog really does know. Try him with a half-penny bun tomorrow." When, the next day, the dog dropped his penny, and only a half-penny bun was given to him, he sniffed at it, turned it over and over with his paw, then in a dignified manner walked out of the shop, leaving the bun. In ten minutes he returned, accompanied by a policeman.—Tit-Bits.



"SMILING GUY"

"Smiling Guy" Wolford's cheerful visage failed to shine from the pages of our Pacemaker Boomer last issue. We had a cut of Guy ready for our printer—and the page was set up—and then Guy's cut disappeared. But it came back two weeks later from a visit to Roanoke (at least it told a story to that effect) and we're glad to reproduce it now, but sorry it went visiting at the inopportune time it did.





Congratulations, G. W. We're glad you made the Club.

A Good Sales Argument

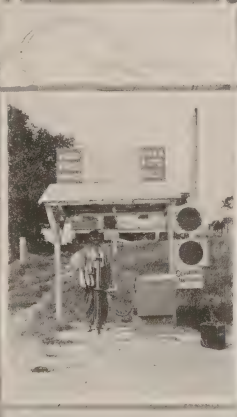
As Told By THE CAMERA.



HOW your next prospect the two photographs reproduced in connection with this article.

Ask him which of the two pictured men he would prefer to be—the man doubled up like a jack-knife pouring oil into his battered tin-measure, soiling his garage, his clothing, his hands, losing money by spillage, by oil-evaporation, by inaccurate measurement and wasted time, endangering his life and property through fire risk; or the gentleman shown on the right quickly, neatly, safely, economically and accurately drawing the exact amount of oil he requires from a **BOWSER**?    

To any man who believes he can not get what he wants, here's some practical advice. Just try going after the thing you desire most, and then see what happens.



SOME SUNNY SOUTH
INSTALLATIONS



W. W. SCRUGGS

We are just now in receipt of Pacemaker W. W. Scruggs' photograph which makes it possible for us to reproduce a picture of him in this issue of the Boomer. Mr. Scruggs is one of our successful Memphis salesmen and we very much regret we were unable to publish a likeness of him in the January 15th Boomer along with his Pacemaker announcement.

GOOD ADVICE FROM EMERSON'S ESSAY ON COMPENSATION

Our strength grows out of our weakness. Not until we are pricked and stung and sorely shot at, awakens the indignation which arms itself with secret forces. A great man is always willing to be little.

Well Boys

One Month of the
year 1918 has
passed.

How many of your
New Year's resolves
have you faithfully
kept?

If you have lapsed,
don't wait nine or ten
months to start over
again!

Get Busy Today!

Whilst he sits on the cushion of advantages, he goes to sleep. When he is pushed, tormented, defeated, he has a chance to learn something; he has been put on his wits, on his manhood; he has gained facts; learns his ignorance; is cured of the insanity of conceit; has got mod-

eration and real skill. The wise man always throws himself on the side of his assailants. It is more his interest than it is theirs to find his weak point. The wound cicatrises and falls off from him, like a dead skin; and when they would triumph, lo! he has passed on invulnerable. Blame is safer than praise. I hate to be defended in a newspaper. As long as all that is said, is said against me, I feel a certain assurance of success. But as soon as honied words of praise are spoken for me, I feel as one that lies unprotected before his enemies. In general, every evil to which we do not succumb is a benefactor. As the Sandwich Islander believes that the strength and valour of the enemy he kills passes into himself, so we gain the strength of the temptation we resist.

J. T. Gibbons landed an order for 1918 covering a 550-gallon Cut 101 outfit. Same old "Gib." Don't have to waste time resolving to be a seller—goes out and sells. That's the way, "J. T." Good luck to you and best wishes.

The Largest Building in the World

A **BOWSER** User
ESTABLISHED 1865



THE WOOLWORTH BUILDING

The Woolworth Building, New York City, is the most beautiful building in the world. Artists from all countries contributed to its creation; workmen from all countries united to build its remarkable structures. From the entire world, materials were purchased from which this building was made.

It is a remarkable ornament to the City of New York—a magnificent spectacle to all mankind.

Our firm equipped the Woolworth Building with a BOWSER FILTRATION SYSTEM and we are justly proud of the fact.

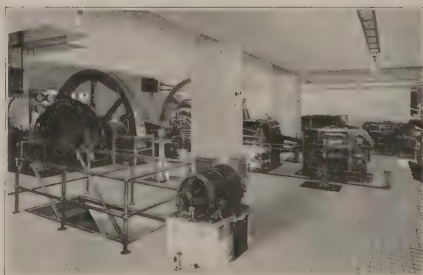
The equipment of this building includes 2-500 K.W., 1-300 K.W. and 1-200 K.W. Rice and Sargent Engines.

These engines are lubricated with Bowser 2F4 and 5F1 Filtration Systems.

The cut at the right shows a view of the Engine Room of the Woolworth Building, New York City.

THE Woolworth Building, which is the largest in the world, is equipped with a **BOWSER** Filtration System.

THIS IS THE PRACTICE FOLLOWED BY MOST OF THE LARGE INSTITUTIONS IN THE EFFORT TO CONSERVE THEIR OILS AND REDUCE FRICTION, WHICH IN THE LAST ANALYSIS, EFFECTS A SAVING AT THE COAL PILE.



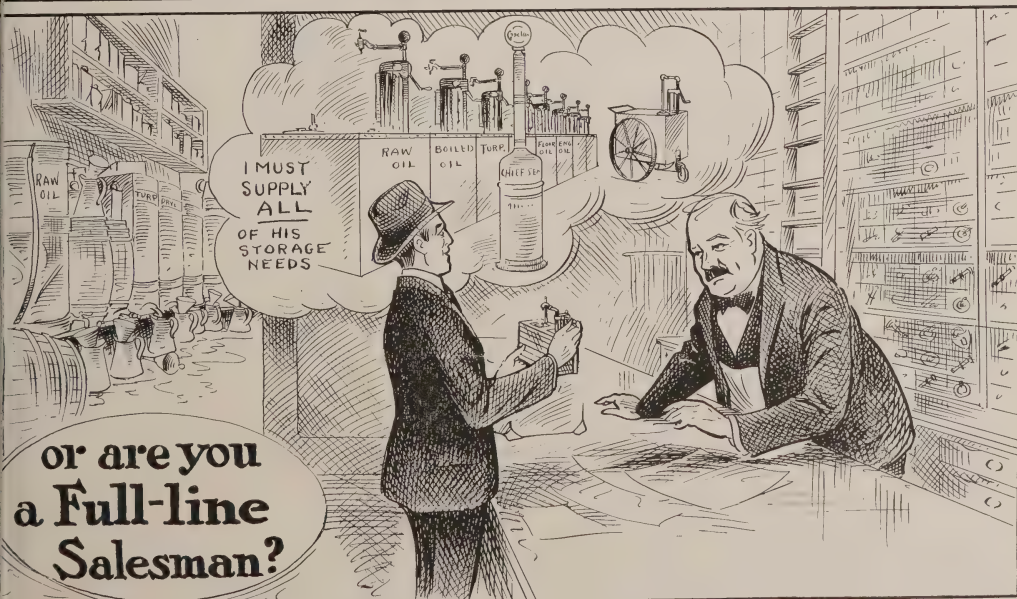
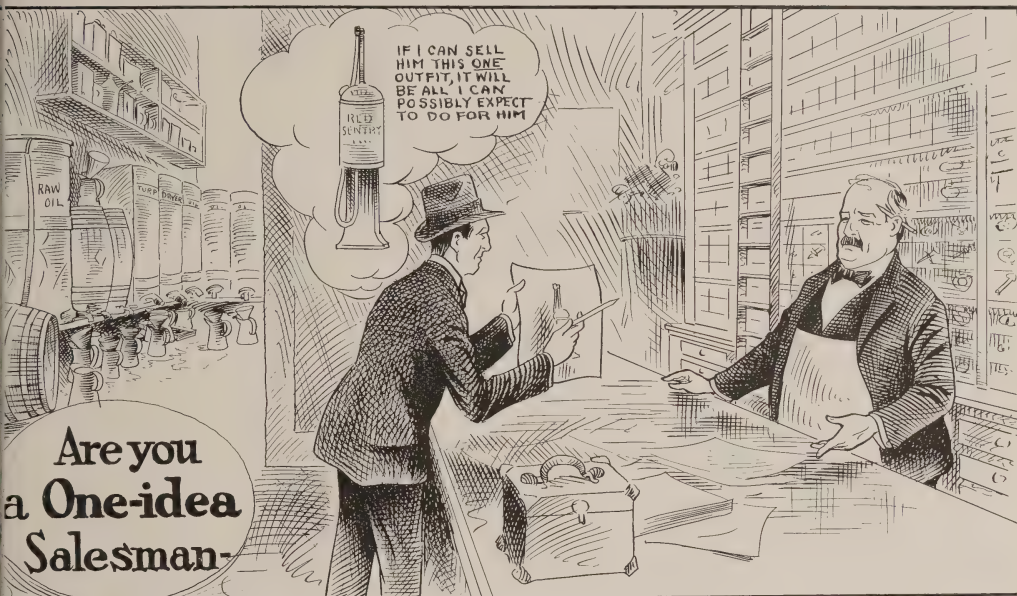


The BOWSER BOOMER

Vol. 17

February 15, 1918

No. 4



The Bowser Cup Winners

A Convention Possibility

*Being a Little Dissertation on How They Would
Have Been Given the Cup.*

YOU who have attended a convention know what would have happened and what has always happened at the banquet after the "eats" were over. The "Old Man" would have gotten up and spread a smile over his physiognomy and, starting a ripple through the whole assemblage, would have delivered an oration on the possibilities of "Cup Winning", winding up by handing Prince and Walker the "urns".

Of course, "Modest Prince" would have disclaimed all responsibility and would have "passed the buck" on to his proud and suffering salesmen, and, while not exactly saying he intended to use a stuffed club to subdue any 1918 contender, would have had it pretty thoroughly understood that he had all North America pushed into the ocean and with his sleeves rolled up, his collar and necktie flying to the winds, was ready to make it a "three times at the bat and a home run each time" sort of an affair. By that time we would have known what every mother's son of a Manager had up his sleeve. We would have seen by the "scowls of wrath" that he had taken on *some* obligation and that when 1919 rolled around we could prognosticate that friend Prince would be fully aware of the fact that he had been in *some* race.

And then Roy Walker would have timidly (?) risen to his feet

and "explained" how he, right from the start, had his arrangements all made and the pedestal all ready for the reception of the "Division B" cup and, while he didn't exactly like to crow (oh, no!) he still felt sort of sorry for the whole crowd. Now Roy, because of his new work in the government sales, is out of the race for 1918, but he still would have had it pretty clearly understood that he would have "been there" when December 21st rolled around.

NOW! Is Prince going to make it a three times victory in 1918? What do you say about it, you St. Louis "Hustlers"; you "Impetuous" Canadians; you bestir yourself, Hal Storr; "Bill" Mann, whip up the "Tenacious Ten"; you "Clint" Carpenter" with your "Dixie Boosters"; Kingsley with the "Windy City" crowd; you "Tri-Staters"; and Safford, what do you say? Johnson, let the Land of Sunshine and Sunkist Oranges have a care. Up!—Away!! After the "Rootin Tootin Cotton Shootin, Sons o' Guns From Dallas"!!

In division "B" Roy Walker had a decided lead and maintained it during the year, but this time there is no "Ohio" office contender. So who will be the lucky one this year? Ask your men, you! Brown, you! Little, you! French, you! Barnet, you! Dorsch! What are your men going to do? At 'em, boys! At 'em!

The sympathy of his many friends goes out to W. B. Stamford, whose father passed away on January 17th at Grand-View-on-the-Hudson.

"Bowser" means to gasoline, kerosene and lubricating oil storage what "Hooverism" means to food. —H. W. Brown, Memphis.



**Foreign Inspector Visits
Bowser Plant**

Fort Wayne is no longer a fort, but through the activity of S. F. Bowser & Company, Inc., and Mr. Shulze, Export Manager, it is well represented on the Allied fighting front. The gentleman in the center of this group is a representative of one of Uncle Sam's Allies. He spent some days at the Factory inspecting material for the Aviation Department of his government. Mr. Mauk, our chief of factory inspections (right) and Mr. Franks, of the Export Department (left), agree that war is not all bad when it brings to us such interesting and agreeable people as this inspector from across the sea.

Some Motto

"The increment of your earnings depends entirely upon the efforts expended in your chosen field of endeavor. You are master of the situation, and as you will, so the results will be."

A corking good motto by "Billy" Mann, Manager Albany District.

It is much easier to be critical than correct.—Disraeli.



Mr. H. T. Purdy



WE regret to announce the death of H. T. Purdy of the Atlanta Office, which occurred January 30th at his home in Birmingham, Ala. Mr. Purdy had been ill but a few days and his sudden death of heart failure came as a distinct shock to everyone. He was born in Manchester, Vt., forty-five years ago, but spent most of his time in Rutland, where he met C. E. Saunders and through whose influence he took up a Bowser grip.

Mr. Purdy was an unusual character, full of energy and thoughtfulness. He was one of Bowser's oldest salesmen in point of service, coming to the Bowser Company in February, 1898. He immediately walked into the affections of the Bowser Organization. He was of the old-time school of salesmen, and only knew one thing about salesmanship—to work continually. His record of nearly twenty years' activity is a most interesting one. He was not a flowery kind of a salesman, but the kind which by keeping at it continually "gets there". In looking over his record as a salesman, it is remarkable to note the regularity with which he produced.

It was his custom in the early days, when there was only the Kerosene line to handle and only grocery stores to call upon, to take his horse and rig, his model and his order book on Monday and work till Saturday night, sending us from 18 to 30 orders at one time. There were no interurbans in his territory in the Southern States and very few trains, but *he covered his territory*. He didn't miss a single store.

It was not the territory that made Harry Purdy successful. It was *Harry Purdy*. He built for himself a business based upon his own personality.

His business was clean; his orders were free from dispute; cancelation troubles in his territory were at a minimum. Harry Purdy was loved by everyone.

He married Miss Edith Miller of Fort Wayne, Ind., and she with three children survives him. His mother, brother and sister live at present in Birmingham. He was an active member of the Methodist Church and took an active part in civic affairs. The heartfelt sympathy of every man in the organization goes out to Mrs. Purdy in her hour of bereavement.



Our Cost Department Quartet

Here they are—male nightingales—all four of 'em.

Yeah! Regular migratory birds, noted for their melodious love songs, heard commonly at night—in the summer on front porches, and in the winter in "her parlor".

J. G. Phipps of Cleveland, An Honor Man of 1917

We have before us a revised "final standing" of Forty High Men in the 1917 sales contest and note that the name of J. G. Phipps did not appear in this list in the "Pacemaker" BOOMER. Mr. Phipps had the honor of being twelfth on the list and his name should, therefore, also have appeared in the "Honor Roll", the fifteen highest.

Mr. Phipps joined the Bowser organization in 1916 and during 1917 made himself a Pacemaker.

He has been very successful in the factory line in Northern Ohio.

Our New Publication De- partment Head

We are delighted to welcome back to Fort Wayne our own "Claude" Davies. He is right next door to us now with his sleeves rolled up and his desk so covered with papers and his head so filled with ideas that we feel we can safely anticipate big things in the Publication Department for 1918.

Here's our hand through the wall to you, Claude!!

Denver Five High

Feb. 4, 1918

R. CODDINGTON
N. MATTINGLY
F. H. KILVER
R. E. ERWIN
F. W. SWERER
* * *

Last year Mr. O. T. McKissick of Dallas, who has been with the firm less than a year, sold seventy-five Lubricating outfits. Mr. F. H. Sullivan and Mr. J. S. Lewis of the same district sold seventy-four apiece.

Some record! We wonder what they'll do this year.



Patrick Dovey

*Halt! Lift an eyebrow and
you're gone.*

But wait a moment—let's introduce our "Kaiser Killer," the Honorable Patrick Dovey, of Company F, 59th Infantry, Camp Green, Charlotte, N. C., formerly of our Meter Department.

Look at him, boys! When HE gets across, believe us, the war will be over.

* * *

"A man is relieved and gay when he has put his heart into his work and done his best."—
Ralph Waldo Emerson.

Friendship from a Com- mercial Standpoint

This is a story of friendship viewed from a purely commercial angle.

Mr. A. L. Martinson of Topeka, Kas., is the man blessed with a friend.

And here is the commercial angle.

One day while casually walking down town in Topeka, Mr. Martinson's friend overheard a gentleman behind him remark "I have to buy a pump for my garage". This friend discovered the name of the would-be Bowser purchaser and, knowing our agent was out of the city, called upon Mrs. Martinson and had her wire her husband. Upon receipt of the wire Mr. Martinson hurried to Topeka. He found his prospect had left for Kansas City. So he promptly journeyed there only to find his customer bickering with two local pump concerns. Mr. Martinson proceeded to roll up his sleeves and win. When he left Kansas City he brought an order with him for two Cut 102 equipments.

How's that for a story of friendship viewed from a purely commercial angle?

MORAL: Cultivate friends. They turn business your way.

Memphis Big Six January Record

R. W. MAXEY
P. C. STUBLEFIELD
H. T. EGGLESTON
J. J. CLINE
I. H. LARR
E. S. STETZEL
* * *

A raft of you fellows remember H. W. Brown's goat at the Conventions of 1915 and 1916. Well, do you know that when Brown was here attending the Managers' meeting his goat joined him, as a matter of course, and, gentlemen, that goat was wearing a handsome angora coat. Memphis must be prospering to afford the goat such a coat.

"A clever listener gets as many orders as a clever talker."

The Tablet Cutters

A 1918 POSSIBILITY



WHO are to be the 1918 tablet cutters? You? or someone else? The result is in the hands of each salesman. There are no favorites played. There is no "I've been with you a long while and I deserve it." The executives at Fort Wayne have no hand in the matter. You! You! Mr. Salesman! You are the man who controls the name that shall be engraved on the tablet next year.

Only three salesmen of each of the two lines—engineering and general line—can attain the honor, but you, individually, have the power within you to decide whom it shall be. Decide today that *you* will be that man. When the "imp of discouragement" tempts you to be discouraged, say to him, "You liar!" and say it every time he broaches the subject.

It's *some* honor to have your name on this tablet which will adorn the wall of the reception hall in the beautiful new office building. Everyone who comes in will see it. Resolve today that your name shall be there.

If the Tablet should be engraved today the following names would appear:

Engineering.

1. J. G. PHIPPS
2. W. C. HALSEY
3. J. J. CONNELLY

General Line.

1. B. A. DEFFLER
2. C. B. BREMNER
3. R. W. MAXEY

Mr. W. N. Deming, with headquarters at Calgary, Alberta, has been developing some fine salesmen. We make special mention of Mr. Charles Bremner and Mr. S. G. Adams. Mr. Bremner took up the Bowser line last March and has made a decided success, being the only winner of the Lubricating Contest prize offered by the Toronto Office

in 1917. Mr. Bremner was a Pace-maker in 1917.

Mr. Adams' work we have mentioned in a recent issue of The Boomer, but it is worth while noting that he was the winner of the prize offered by the Canadian Office for the largest amount of business between the dates of Nov. 1st and Dec. 22d.

Substitutes.

Tourist (in village notion store)—
"Whah-dya got in the shape of automobile tires?"

Saleslady—"Funeral wreaths, life preservers, invalid cushions and doughnuts."—Judge.

* * *

Where was the first talking machine located?

In the garden of Eden.

"There is nothing that costs so little and goes so far as courtesy."



The Factory Dispensary

Our Factory Dispensary is one of the best equipped in Fort Wayne. All surgical instruments and appliances are up-to-date. Our operating and dressing tables are the finest money can buy. We are well supplied with cots, blankets, crutches, adhesives, bandages, cotton etc. Hot water can be drawn instantly. Our medical cabinet is furnished with the purest and freshest drugs on the market. The lighting and ventilating system is perfect.

Our Factory "Doctor" is E. D. Challenger, who has been in the employ of the Company twelve

years. He first worked for us in the Office of the Tank Shop. At that time it was observed whenever sickness or accident came to his attention he efficiently took care of the case until professional assistance arrived. His interest in the welfare of our boys in the Factory was called to the attention of the Management. Investigation revealed the fact that Mr. Challenger was well read in the science of Medicine. From that day forth he was known as "Doc" Challenger.

Five years ago our dispensary was installed. The responsibility

of the room was given to Mr. Challenger. He is the one man to whom our boys turn when they are ill or hurt in any way. What better proof could he have that his years of activity have been worth his thought and hard study?

Fort Wayne High Ten for January, 1918

1. W. A. ARMSTRONG
2. W. C. SUTTON
3. R. J. GOODMAN
4. C. A. MATHISON
5. F. P. BRANDT
6. J. C. TIBBLES
7. J. T. PRIDE, Jr.
8. D. J. FORD
9. J. S. SHEEHAN
10. J. B. HAGAMAN

Too Busy to Read

By JOE MERRILL.

A young man recently told me he was too busy to read. He had come to ask advice and help, so I said to him: "Are you

Too Busy to Read

of business methods that will help you do your work better? Are you

Too Busy to Read

up-to-date articles that will keep you in touch with men and things of today? Are you

Too Busy to Read

the world's best humor that will help you keep sweet and contented? Are you

Too Busy to Read

about the Safety Work that is going on within our organization and about the pitfalls and dangers which lurk about the man who is not careful? Are you

Too Busy to Read

literature that will inspire you and lift you beyond your present world? Then I am sorry for you, and I am too busy to try to help you."

"Truth in a nutshell isn't what it is cracked up to be."—Auto Era.

"Joe" Homsher Sells the Kerosene Line

IN looking over the salesmen of the Bowser organization for one who has been and is a consistent kerosene salesman, the name of Joe Homsher presented itself. Joe has been one of the Bowser Faithful for years. So in the light of his experiences we got the notion he could give us an interesting write-up on how to sell the kerosene line. Joe fooled us in this, however. He wrote that he couldn't "put that kind of stuff on paper," but that he would drop into our office some pleasant afternoon and tell us how he did it—sell the kerosene line.

True to his promise he appeared. We at once sharpened several dozen pencils and prepared for *some talk*.

Joe twinkled and rubbed his hand over his grey hair. "Where shall I begin—at the 'once upon a time' spot? Well, all right. In the first place, there is my approach. I like people—getting acquainted with men. So it's a pleasure to me to enter a store and treat myself to a hearty handshake and a 'Glad to see you, sir!'

"If my prospect is surrounded I try to lead him away to a lonely corner all by myself. You know it never does to talk business to a half dozen 'other men's opinions.' That sort of thing distracts your would-be customer's attention and results in an unsigned order.

"I believe in telling my man all about myself—that is about the Company I represent and what that Company stands for—what their products stand for in the way of quality, workmanship and SERVICE. I make my customer believe I believe he is a progressive man and that he already

owns a BOWSER EQUIPMENT.

"Figures? Do I use figures? No. I make my buyer see, actually see himself slopping oil all over the store, giving over-measurement, wasting time, energy, risking a terrific fire loss dabbling with his kerosene the way he certainly does. I make him see how dirty his method of selling oil is compared with BOWSER METHODS. I make him actually see the number of good suits he has ruined by smearing himself with kerosene—and I show him fastidious customers who cease to trade with him because his groceries smell and *taste* of oil. I don't have to use figures.

"About the cost of a BOWSER! I show my customer that one of our equipments doesn't cost him a cent. No sir, not a cent. The purchase price is covered in less than a year, you know, by the profit on kerosene. Then the outfit begins to pay for itself time and again—and that money is all gain.

"When a man begins to talk buying in the spring or in the fall I just tell him that every month he puts off buying a BOWSER he is throwing good money away. And he is, let me tell you. He buys a good grade of oil and he stores it in a haphazard fashion; in three days' time that high quality kerosene isn't even a good grade oil. It deteriorates, and becomes a cheap grade of kerosene. Then the spillage, and over-measurement eats into a man's bank account. I know, because I've watched loss of this variety for years.

"Why, when I sell a prospect a BOWSER I am really putting a fellow-being on the road to success!"

"My model? I'll say I use my model. I wear mine out showing it. Any salesman who believes he can sell the BOWSER line without a model is headed straight for—for destruction.

"And," said Joe, suddenly grinning and shaking himself out of his oratorical trance. "And lastly—the biggest thing—the thing that gets the signature on the order is keepatitiveness. Go after your prospect—go after him hard. Don't make him mad—but just keep on his trail. Never take 'NO' for an answer."

Dallas News

The many friends of Mr. R. E. Clement will be glad to know he is again with the Company, having taken up work in the City of Dallas under the Dallas Office. He is starting out in fine form, and we predict for him a greater record than he has yet made with us.

* * *

C. C. Hornsby, a member of the Dallas Office sales force, is showing himself to be a true Bowser salesman. The first week out he secured orders for three Cut 154 Lubricating Wheel Tanks, one Cut 102 with a thousand-gallon tank and a Cut 41 pump. All orders were taken on 30-day terms.

* * *

We wish to extend heartiest congratulations to Mr. and Mrs. L. L. LaGrange of the Dallas Office. A very promising new Bowser Salesman has arrived at their home. We feel sure there will now be a decided increase in the volume of Mr. LaGrange's business.

* * *

The many friends of Claude Bennett of the Dallas Office will regret to know that he has been ill since the first of the year, but is somewhat improved at the present time.

* * *

Fred Newcomer of the Dallas Office has proven that being a "newcomer" is no serious handicap to real salesmanship, for he has just closed an order F. C. W. O. for five Cut 64's, besides two Cut 63's, one Cut 172, Cut 41 and Cut 19, all in the first ten days of the new year.

* * *



VIEWS OF THE CANADIAN PLANT

Selling Paint Oil Equipment? The Installation Is Not Complex—A Survey of the Possibilities.

AS we consider the enormous possibilities for the sale of Paint Oil Equipment, as we study the matter in an endeavor to lay before each salesman a comprehensive sales plan, there stands out above all other phases of the situation the simplicity of the whole matter and it occurs to us that when we mention the necessity of going after orders for this sort of equipment, a great big lump jumps up into every man's throat and with a rapidly beating heart he sees unsurmountable difficulties ahead of him, when, in fact, Paint Oil Equipment, its construction, and installation, are very little different and offer very few complications from gasoline or kerosene outfits.

A Paint Oil Equipment is simply several units side by side doing different work. There is nothing complicated about that! You wouldn't feel the least bit flurried if you should sell Grocer

Burns a Cut 19 for kerosene and Druggist Williams next door a Cut 241 and Garageman Lines next door a Cut 63 and Patent Medicine Manufacturer Jones on farther a Cut 504. You wouldn't worry because a little pipe had to be used in one or more of them. No. Well, then why think that because you have two or more 115's side by side in one business house it is difficult to make the merchant see it your way and after you have gotten the order figure the installation?

In the sale of a battery of Cut 115's there are no special difficulties to be encountered. The sale of two or more outfits for two or more liquids is simply the addition of *needs*, and the advantages of handling any one liquid are in no way affected by another. The sale of a "battery" of outfits is, therefore, no more difficult than the sale of a single unit!! Why, therefore, make it

a big job? See in it only a multiplication of small jobs and then hike out and do it.

Toronto High Five February 4

We recollect the suggestion that was made at the Managers' Meeting, regarding the publication of the High Men from each District in each edition of *THE BOOMER*. We believe that the suggestion was a very good one, and we are glad to note that it is being carried out. We have instructed our *BOOMER* correspondent, Miss Menear, to send you the names of our five High Men, regularly, so that these can be published. The names will be given according to the standing in order of points, rather than volume of business.

The following are the five High Men at present:

HARRY CHRISTIE,
Sales Manager.

C. B. BREMNER
S. G. ADAMS
M. J. LARSON
C. H. KING
A. McINTOSH

**BOWSER
BOOMER**

PUBLISHED SEMI-MONTHLY BY
S. F. BOWSER & CO., Inc.
Fort Wayne, Indiana

H. J. BRADSHAW, Editor

THE BOWSER BOOMER IS THE MAGAZINE
OF THE BOWSER SALESMEN
OF THE WORLD

It is published in their interests and its view-
point reflects their aims, activities and ideals.

Every salesman is entitled to a copy.

News items, photographs, sales arguments
from all are welcome.

Vol XVII FEBRUARY 15, 1918 No. 4

Think Big!

SHAKESPEARE, wise old owl that he was, said, "There's nothing good nor bad, but thinking makes it so", and Scripture has it, "As a man thinketh in his heart, so is he."

How are you thinking about the subject before you? Is it of importance to you that it be accomplished? Does it present difficulties the overcoming of which will make you more diligent, more painstaking, more thoughtful, more accurate, more industrious? Is it, in other words, a big job; or, to put it still differently, are you "thinking big" about it? Are you making its solution an important step in your journey onward and upward? Upon your answer depends your ultimate success.

"Thinking big" is largely a matter of habit. It really is endeavoring to overcome the "smaller" things; sort of removing the debris, as it were, that has clouded the vision of bigger and better things, which when overcome so elevate us that from a high point of vision we see greater possibilities.

"Thinking big" means, too, analyzing every situation in an endeavor to get more out of it—more happiness, more peace of

mind, a greater sense of helpfulness to others, a clearer realization of one's duty to others.

As applied to sales work, it makes for optimism. It clears the atmosphere of doubt; it gives us a clear perception of the possibilities that lie behind each sale; it makes each apparently unproductive call a stepping stone to a sale; it makes every sale pave the way to others; it makes of every failure an opportunity for self analysis; it prevents an easy sale from distracting us.

Many a salesman who has done a particularly spectacular piece of sales work has reaped from it only a bed of down upon which he is satisfied to rest in indolent ease, entirely overlooking the necessity of climbing onward and upward all the more carefully, forgetting oftentimes the steady, careful, systematic work which was necessary that it be accomplished. "Thinking big" takes advantage of these things and reaps a crop of fertile seed which, when planted in the field of honest endeavor, when sprouted and grown, produces such a crop of results that, like the biblical mustard seed, the Birds of Peace, Health, Happiness and Success can find lodgement therein.

"Let Us Watch Our Step"

NO one will deny these are serious times—the most serious ever faced by a civilized world. The successful outcome will require the careful consideration of every individual in the United States.

Our country is not going to pot. Far from it. These are the times that try in the furnace of adversity the characters of men, melting and refining the gold and removing the dross therefrom;

times that make for constructive thinking, uplifted ideals, purified ambitions, moral strength and power, and mature judgments.

Germany cannot win. She must lose. She has already lost that most valuable of business assets without which social and commercial intercourse would be a farce—she has lost her reputation for fair dealing. She has not played fair. She has violated all the ethics of society and business, has tried to annihilate that sincerity of intercourse in business which makes for confidence, without which there can be no stability.

But, clean and clear before the world stand the Allied Nations defending purity and morality. They must and they will so stabilize society that from this cataclysm of hate will emerge a new humanity far removed from selfishness and sensuality and expressing a nearer approximation to the Golden Rule.

We need have no fear for business. We need have no doubt that business will stand the strain. Let us be up and doing, carrying such a note of confidence, such a feeling of security, that all with whom we come in contact will in some measure respond to it.

There are millions, yes, billions of dollars to be spent in America this year. Farmers have never known such prosperity. Implement dealers and merchants have done unprecedented volumes of business.

Talk to these merchants the Bowser idea of conservation. Preach better, more convenient, more profitable, less inflammable storage facilities. Carry your message in the clear, clean-cut way that makes for sincerity. It is a sincere business, a profitable one for every merchant and factory manager or owner. When

"In many cases there is no better way to entertain a man than to let him talk."

you have convinced each prospect and furnished for him his exact requirements you have done a part in the Campaign for Peace.

We regret to note the indisposition of the Cup Winner, B. L. Prince, but his "organization" is right out on the job punching up the "Quota men". The letter before us indicates that our BOOMER correspondent, Miss Wykes, is "doing her bit". Small wonder they are all big producers! Note the compliment she handed to them:

"I actually believe that this bunch of Dallas salesmen could sell fur overcoats in Cuba or Palm Beach suits in Alaska. Remember, we've got to make it the big January for Mr. Prince, and *don't forget that Miss Wykes* wants to see an order from you this week."

Standing of the 100 % Quota Men

Jan. 26, 1918

SALESMAN	REPEAT
1. B. B. Bates	2
2. O. T. McKissick	3
3. C. E. Joyce	3
4. H. M. Tunstall	3
5. L. C. Tanner	2
6. R. C. Chatham	2
7. F. H. Sullivan	3
8. R. C. Foster	1
9. R. T. Williams	1
10. L. L. Brown	3
11. Nod Brown	3
12. C. W. Morgan	3
13. W. N. Throop	2
14. Harry Gunn	1

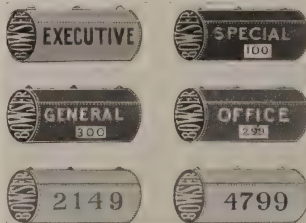
Bob Maxey, from down Memphis way, had a birthday last week. We don't know how old he was, but the records show that on that date he sent in a "whale" of an order. We have before us his daily report with his notation, "This was my birthday and this is my present". Then our facetious assistant Memphis manager, A. S. Newton, added, "Hope he has them every day and lives 1,000 years?". So you see, Brown has the whole family working and thinking and producing.

Atlanta's Dixie Boosters High Five

Jan. 12, 1918

C. M. HUNTER
J. C. LONG
J. W. SEALEY
C. H. DURANT
GRIGGS WALKER

The Bowser Factory Badge System



The Bowser Badges

In line with up-to-date factory management, the Bowser Company has adopted the badge system as a method of identifying those whose business takes them into the factory.

Under this system no one can enter without credentials—either a badge or a properly indorsed card. The badges are an imitation of a "tank" with the end showing, having thereon the word "Bowser".

The badges are of six different styles. The "Executive" is gold plated and admits its wearer to the factory at all times. The "General" is a green badge worn by messengers and others who come and go from one department to another, during regular working hours. The "Special" is red enameled and worn by foremen, giving them the privilege of leaving or entering as their duties require. The "Office" is enameled blue and admission is possible only during regular working hours. The workmen badges are silver and admit

the wearers or permit their leaving the factory only at stated hours. One of them has a green end and is worn by the maintenance department, giving them the privilege of interdepartmental movement. The factory has two entrances and admittance can only be gained through them. Each must, in other words, use the gate designated at the time of receipt of his badge, leaving and entering by no other.

The Badge System is a perfect success and the prominence of the Bowser Company in Fort Wayne makes all glad to wear them, for they identify their wearers as members of a wonderful organization.

The God Janus

Hundreds of years before the birth of Christ the Romans worshipped Janus, the god of two faces. Today a statue of this deity stands beneath the arched gateway of Rome. A glance at the bust reveals the curious double face.

The significance of this double countenance is interesting. Janus had two provinces to contemplate, the past and the future. From the past he gained wisdom which he applied to the future for the benefit of Rome.

In going about your business, Mr. Traveling Salesman, it will pay you to be Janus-faced. Look to your old customers for pointers by which you can govern your conduct in selling to new prospects. Also look to your old customers for new business as well as to your prospects. Be Janus-faced for the future benefit of your business.

The Peaceful End of the Mule.

"Why," asks a Missouri paper, "does Missouri stand at the head in raising mules?"

"Because," said another paper, "that is the only safe place to stand."

"If you must bluff, remember there is always someone with nerve enough to call you."

Our Yard Department Boys



These are the boys who load and unload the cars on the Bowser Belt Line Railroad, who handle and place the material coming into the plant. They also handle the Big Electric and Gasolene trucks used instead of locomotives.

An idea of the value of the business and size of the Big Bowser Plant can be gained from the size of this squad of men.

Chicago's High Five January Winners

J. J. CONNELLY
MAX HEINTZE
J. P. SHANNON
B. F. MARTIN
H. J. BOUNY

Imperative.

Two Irishmen were up in the mountains hunting. The one carrying the gun saw a grouse and carefully took aim. "Mike," shouted Pat, "don't shoot! The gun ain't loaded."

"I've got to," yelled Mike, "the bird will never wait!"

Overdoing It.

His Wife—"I wish you'd dress more neatly. Just look at Mr. Fussbody. His trousers are always so perfectly creased."

Mr. Fuss—"He's got nothing on me. My pants have ten creases to his one."—Chicago Daily News.



Dudley McClure

Mr. McClure, who before leaving to join the army was in the Publication Department, is now at Watertown, N. Y.

A letter from him indicates that he still has to get up at 5:30 to get to "work". Well, Dudley, we're for you, anyway!

* * *

"Bennie" Milliron—"For years I have kept the wolf from my door by singing."

"Wallie" Armstrong—"I can well believe it."

Albany's Tenacious Ten Week Ending Feb. 2, 1918

1. S. F. TAYLOR
2. D. F. HERNON
3. W. C. HALSEY
4. N. A. RING
5. S. T. ROBERTS
6. M. D. KEEFE
7. A. de PLACE
8. L. T. RAND
9. S. A. COLLINS
10. P. F. BEARSE

W. M. Mann calls appearance on this roll of honor "getting into the spotlight and shining as a fixed star in this galaxy of salesmen". Some class to this sort of inspiration. Possibly the uniqueness of the distinction to be obtained exerts some subtle influence on them.

"Don't expect everyone to be loyal to his work. This is a privilege reserved for the leaders."

Standing of Forty High Men Volume of Business Feb. 8, 1918

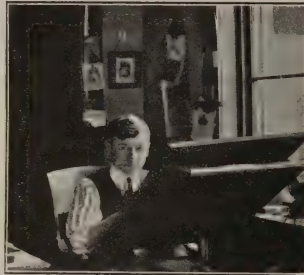
1. J. G. Phipps.....Pittsburgh	21. E. P. Dolan.....Memphis
2. W. C. Halsey.....Albany	22. J. C. Harding.....San Francisco
3. B. A. Deffler.....Tri-State	23. H. E. Morgan.....San Francisco
4. C. B. Bremner.....Toronto	24. W. B. Offerle.....Pittsburgh
5. R. W. Maxey.....Memphis	25. E. F. English.....San Francisco
6. J. J. Connelly.....Chicago	26. N. Mattingly.....Denver
7. E. L. Milliron.....Pittsburgh	27. W. A. Armstrong.....Fort Wayne
8. R. A. Dusault.....Albany	28. G. A. Smith.....Washington
9. R. Coddington.....Denver	29. G. Walker.....Atlanta
10. G. W. Scott.....New York	30. P. C. Stubblefield.....Memphis
11. H. F. Babbitt.....New York	31. W. S. Johnson.....San Francisco
12. H. A. Vortigern.....Philadelphia	32. J. C. Long.....Atlanta
13. J. T. Gibbons.....Washington	33. M. D. Keefe.....Albany
14. C. S. Severance.....San Francisco	34. J. H. Quinn.....Pittsburgh
15. E. S. Stetzel.....Memphis	35. E. E. Thomas.....Memphis
16. A. L. Martinson.....St. Louis	36. D. W. Darden.....Washington
17. L. L. Brown.....Dallas	37. N. Brown.....Dallas
18. W. B. Stamford.....Philadelphia	38. T. L. Smith.....Dallas
19. O. T. McKissick.....Dallas	39. J. W. Sealey.....Atlanta
20. C. M. Hunter.....Atlanta	40. C. H. Pridey.....St. Louis

Federal War Revenue Stamps

THE Federal Law which requires this procedure is very stringent and we are compelled to comply with it to the letter. Unless all orders taken on the long-term form or post-dated checks have properly canceled stamps, it will be necessary for the Home Office to return the order or check to the customer for such stamping and cancelation. This action will give an opportunity to the customer to cancel his order with the possibility of loss to you. The necessary stamps are obtainable at any Postoffice.

NOTE:—A two-cent revenue stamp is required for each one hundred dollars or fractional part thereof on long-term order blanks and post-dated checks.

Remember that there are no officers of the 1918 Pacemaker Club. The first man over the 500 point wire is President. Who shall it be? Who shall it be? Every order puts every man that much nearer the line, and some of the orders coming in indicate a "whale of a crowd" is after the Presidency.



C. D. Freck

Here is a photograph of Carl D. Freck, of the Bowser Art Department. He received his training at the Fort Wayne Art School, served his apprenticeship at the Fort Wayne Engraving Company, and for the past two years has been doing work in our Art Department. Mr. Freck is our Chief Photograph Retoucher, and has charge of considerable lettering. His drawings of equipment are scattered through our Bulletin Books treating on Bowser Outfits.

* * *
Good, better, best,
Never take a rest
Until your good is better
And your better BEST!
—Charlotte E. C. Hallaway.

Praise

Deserved, sincere praise makes life worth while. It is a tonic stimulating brain and body. Praise, reaching us at the right moment has the effect of quickening our sensibilities, refreshing our hearts, filling us with hope, courage and vigor. Praise clears our blurring vision and points the way to future accomplishments. No man nor woman can succeed without such encouragement. Therefore, say the kind word, make that thoughtful expression of appreciation to day—now—when it can be of practical worth.

* * *

"Clint" Carpenter, Atlanta Manager, says, "The old adage—'Keep your eye on YOUR WORK'—is incorrectly arranged. It should read, 'Keep your mind on your work'. The eye might be focused properly and the mind be not rightly adjusted."

He's saying a lot when he says that, too.

Bowser
Made
Gasoline
SAFE
For
Democracy

Keep Friendship in Repair

Dr. Samuel Johnson said: "A man should keep his friendship in repair." Boswell, his biographer, reports him as saying: "If a man does not make new acquaintances, as he advances through life, he will soon find himself left alone. A man, sir, should keep his friendship in constant repair."

What is your work making of you? And what are you making of it?

Installation Details

Connected with the work of installing Bowser equipment is the figuring of expense. The following enumeration of details to be considered in making an installation is given below as a help to our salesmen in making out the cost price on such work.

- | | | |
|---|--------------------------|--------------------------|
| 1. R. R. Fare from | to | |
| 2. Board, Room and Laundry | Days..... | |
| 3. Erector's Time | Hours..... | |
| 4. Helper's Time | Hours..... | |
| 5. Wiring Lamp Attachment by..... | (Local Elec. Contractor) | |
| 6. Dravrage \$..... | Excess \$..... | Express \$..... |
| 7. Permit \$..... | Streetcar Fare \$..... | Teleph. & Teleg. \$..... |
| 8. Excavation, Cement Work and Removing Excess Dirt | Sand \$..... | Minor Expense \$..... |
| 9. Cement \$..... | Units..... | |
| 10. Fittings..... | | |
| 11. Pipe..... | | |

Self Development

From time immemorial all phases of progress have depended upon the development of the individual.

A man scratched a picture on a bone and we had art in a rudimentary stage.

Another threw a rock at his neighbor and we had war.

Somebody swapped stone hatchets with somebody else and we had salesmanship.

There isn't an object we can see, feel and weigh but what is the result of individual development, the result of one man's thought and action.

You are a BOWSER salesman. Before you are that, however, you are an individual working out your human destiny. Insofar as you advance yourself, improve your mind, quicken your sensibilities, you are progressing, developing yourself. This company is only a tool whereby you hew your way upward. In your hand you have the opportunity to make your living, come in contact with hundreds of men, see part of your country, and do that greatest thing, develop yourself.

First of all, you are working for yourself. And the thing that counts is what you are doing for yourself. Get the idea? It isn't our business that governs your destiny—it is what you do with

our business—what you accomplish for yourself that is going to make you more of a gentleman, more of a scholar, more of a traveler, more of a student of human nature, more of a character.

From time immemorial all phases of progress have depended upon the development of the individual. How far you advance beyond the state of your progenitors who swapped stone hatchets depends upon you.

The Penalty of Getting Funny.

A salesman happened to call on a merchant the other day, and at the same time there also entered a poor old woman soliciting alms.

The merchant, wishing to play a joke on the salesman, told the woman to "ask the boss," at the same time pointing to Mr. Salesman.

Mr. Salesman was thunderstruck for the moment, but, regaining his self-possession at once, said, turning to the merchant, who was a very small man, "Boy, give this poor woman a dime out of the till."

The merchant paid.

Efficacious.

An Irishman out of work applied to the boss of a repair shop in Detroit. When the Celt had stated his qualifications for a "job", the superintendent began quizzing him a bit. Starting quite at random, he asked:

"Do you know anything about carpentry?"

"Sure."

"Do you know how to make a Venetian blind?"

"Sure, I'd poke me finger in his eye."

"Jack" Burrows' "Tri-Staters" High Three

Feb. 1, 1918

C. J. ROGERS
B. A. DEFFLER
M. F. GRIGGS

Visitors at the Factory Recently

The Editorial Staff has been pleased to receive and entertain and be entertained by several of the Bowser salesmen.

Mr. E. W. Cline of Baltimore recently spent a few moments with us, going over old times and making us wish we were back on Baltimore Street cracking a few steamed, hard-shelled crabs and enjoying a little smell of Chesapeake Bay.

Bob Sunderland and "Shorty" Huffman of Indianapolis dropped in to tell us how attractive the "Circle" was and how much snow had accumulated on Meridian Street.

Then we had a little chat on the streetcar "between bumps" with Comstock of Detroit and he kind of made us envious that we couldn't run over and take a look at Belle Isle, even if the bridge is down.

W. S. Treadway paid us a flying visit dilating upon the beauty of the city of Dayton. Of course, he confided to us that it was "1918 and a Pacemaker membership" for him.

We were delighted to be entertained by "Billy" Row from down Memphis way. We have never been to New Orleans (we can't imitate his way of drolling it out), but "Billy" told us that when we wanted to look it over he would guide us.

* * *

We wonder if our Washington Manager, Mr. E. B. French, knows that Messrs. C. L. Speight and J. F. Jeffreys of that district slipped away from their territory last week and came to Fort Wayne on a sight-seeing expedition. We wonder if he knows both gentlemen were favorably impressed with the output of the factory and the class and number of trained experts working on our meters. And if he appreciates how much good this little journey did these two explorers.

We were very glad to welcome Mr. Speight and Mr. Jeffreys into our sanctorum. Their optimism and cheerfulness gave us a fresh grip on our editorial pencil.

"The biggest coward on earth is the man who is afraid to do a little more than he is actually paid for."

The Sundries Department



No. Name
1. "Cap" G. P. Drewett
2. E. H. Moeder
3. W. O. Hawkins
4. Wm. Schulte
5. G. H. David
6. H. Thomas
7. J. J. Kropp
8. R. J. Phillips
9. Wm. Schopf

No. Name
10. H. W. Schuster
11. Geo. Parry
12. Gus Young
13. W. J. Smith
14. J. B. Catez
15. L. Stewart
16. W. R. Whitmer
17. E. W. Longfellow

No. Name
18. G. E. Tibbits (Mgr.)
19. A. O. Allen
20. Fred Einseidel, Jr.
21. Wm. Gillett
22. C. C. Meyers
23. C. O. Couterman
24. Geo. Koegel
25. W. Gorham

No. Name
26. P. F. Boyer
27. R. R. Mennewisch
28. A. H. Gardner
29. E. Mahoney
30. W. Watson
31. E. Felger
32. R. R. Watson
33. B. Gilbert

No department in the entire Bowser organization is striving more earnestly for perfection than the Sundries Department. Mr. George Tibbits, the manager, has instilled into every man the idea that every detail must be taken into consideration—none overlooked—that the greatest amount of work be produced per day.

You salesmen should be particularly interested in this department, for when you order a new part or send in a pump to be repaired, this is the organization which "hops to it".

The men in the Sundries Department are a most happy crowd, fully imbued with the spirit of co-operation and right on their toes to see to it that a

Bowser customer is a satisfied customer.

So you, Mr. Salesman, when you send in a part for repair see that it is *marked plainly*; see that it has the name of the customer upon it, and indicates plainly what is to be done.

These boys are priding themselves upon the fact that *they* cause no unnecessary delays. See to it that you do your part.



You, Salesmen, frozen in the snow drifts of the North, don't forget summer will come some time. The sun will shine, the snow will melt, and Oh! Boy! won't it be a grand and glorious feeling to spin over good roads with a rain drop on your cheek?

"We mustn't overlook the fact most selling is done by hard plugging and attention to the little things."

War-Saving Certificates and Thrift Stamps

S. F. Bowser & Company, Inc., have been appointed by the United States Treasury Department as official agents for the sale of War-Saving Certificates and Thrift Stamps.

A "War-Saving Certificate" is a stamp-shaped engraved United States document sold in January, 1918, for \$4.12 and having on its face an increased monthly value; for example:

January, 1918	\$4.12
February, 1918	4.13
March, 1918	4.14
April, 1918	4.15
May, 1918	4.16
June, 1918	4.17

One cent in value is added each month until 1923 when it is worth \$5.00.

A "Thrift Stamp" is a smaller stamp-shaped United States document, engraved as a postage stamp but larger in size and having a face value of 25c, the value not changing.

Proper cards for attaching each of the above are furnished with the purchase of the first certificate or stamp, as the case may be, and one will hold 20 War-Savings Certificates, or the other 16 Thrift Stamps.

War-Savings Certificates are not transferable. They are made out in your name and are payable only to yourself, except in the case of death or disability. If you want your money before 1923 Uncle Sam will give to you what you paid on basis shown in table printed on certificate.

Thrift Stamps

Thrift Stamps are issued by the Government in denominations of 25c only, and do not bear interest, their purpose being to encourage small savings and give the Government the benefit of these savings.

Sixteen stamps valued at \$4.00 may be exchanged for a War-Savings Certificate Stamp by paying the difference in value as shown in the preceding table. For example, if you have in July, 1918, accumulated 16 stamps on a card valued at \$4.00, you can exchange them, together with 18c in money for a War-Savings Certificate Stamp.

Remember, in buying War-Savings Certificates and Thrift Stamps

you have really become a United States bondholder. The whole plan offers a splendid opportunity to lend money to the Government in small sums and at the same time avail yourself of a first class savings investment. The United States is figuring interest every three months.

Come Across with Copy!

There are appearing in each issue of THE BOOMER many mentions of salesmen in personal remarks as well as commendation for especially good sales work.

This does not mean that the other boys are not doing fine work—far from it; but it means that we are able to get inform-

ation concerning those of whom we write. We know that many a salesman who reads our words says to himself, "Shoot! I did that last week," or may add, "My orders were no cinch," etc.

We agree that this is the case, **BUT WE ARE NOT MIND-READERS!** We must have before us authoritative information and it is up to every one of you 450 salesmen to keep us so crowded with data that we'll have literary indigestion. But say, fellows! You haven't any idea what a ravenous appetite we have for news. If it comes too thick, we'll take a lot of items and "bile 'em" down and make such a dish that it will make you all sit up and take notice.

The Broadening Effect of Service

These are the days when changes in the mode of living and activity are coming so rapidly that no one of us is at all sure just what he will be doing or just how he will be living the day after tomorrow. One thing that's happening to each one of us is the encountering of calls to new duties every day. The real test of character is revealed in the way in which we respond to these calls. Some of us find our inspiration in the attitude of men of big affairs who easily might say, "I'm too busy," but who, in reality, are the first to respond, for the simple reason that the busy man, the quick thinker and the prompt actor, is the one who knows how to do the most with the least loss of time and effort. The work of such men, done with a high degree of intelligence, is worth many times as much as the work of the ordinary thinker and the slow mover.

This fact is suggested by the manner in which the great calls to service have met with a ready response throughout the Bowser

organization. Not only here at the home office, but all through the field, men are doing their bit.

Mr. Bowser himself is an inspiring example of service. A leader in the Y. M. C. A. war work campaign, to which he has given generously and gladly; as a staunch supporter of the Liberty Loan, the Red Cross and other local movements, he finds time to do his great share.

Mr. Bechtel, working through the same channels, discovers, in accepting the presidency of the Quest club, a Fort Wayne organization of business men, a new means for expression of real service. And so, in the case of other leaders in the Bowser organization, there is exemplified real examples of service when co-operation is most keenly needed.

And who will say that the response to these calls does not create bigger, broader men for the conduct of their private business, which is merely a means of service to others.

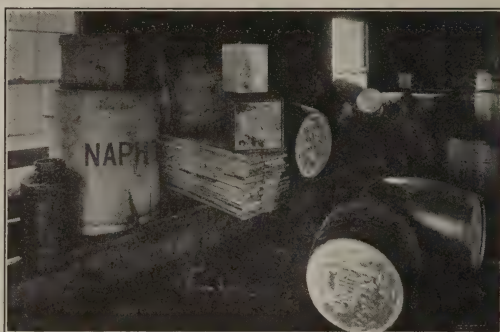
Better Lubricating Storage

OIL

Teach garage owners, factory managers, storekeepers the better method
Lead them from this sort of storage—

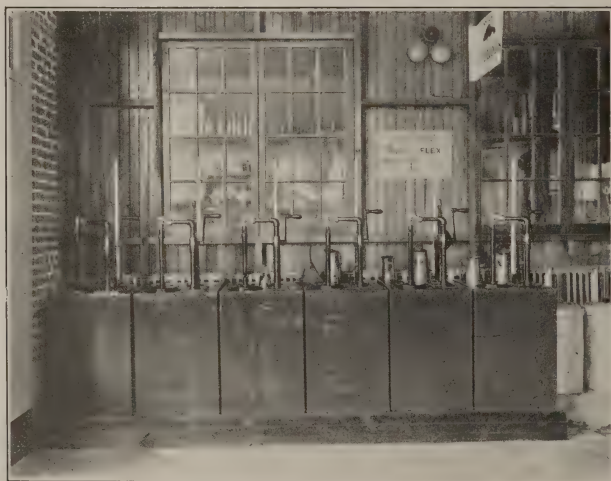


Spigots will leak; tin measures will overmeasure.



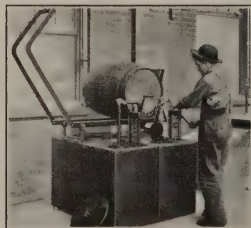
Barrels use valuable space and leak oil.

A battered tin tank, with greasy, dirty funnels and measures is not an attractive sales argument, nor does it tempt employees to make any effort to sell oil—a commodity which pays a handsome profit. It is difficult to empty barrels and unsatisfactory to “tap” and “rack” them.



A Battery of Cut 64—Self-Measuring Pumps.
This equipment will handle six varieties of oil.

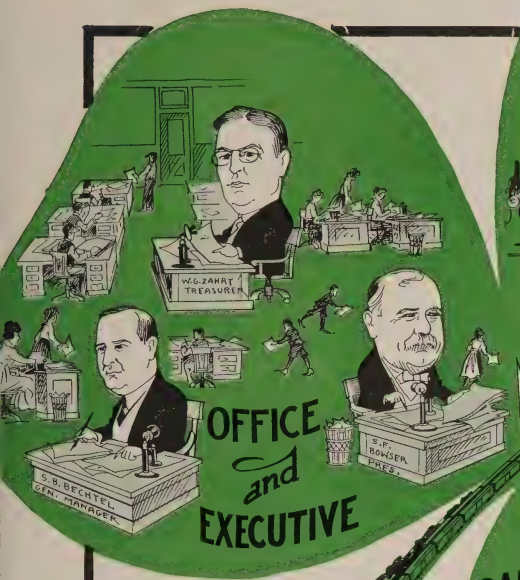
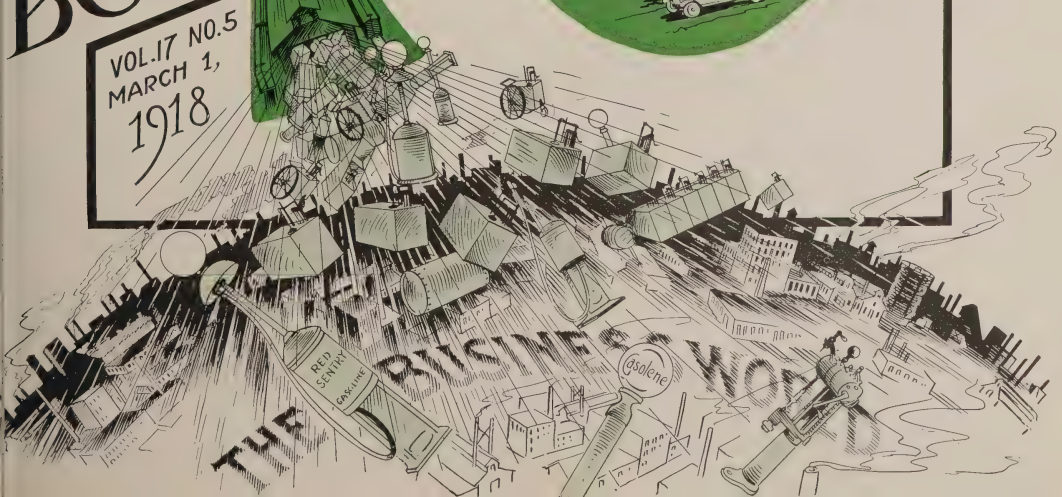
With a Battery of Cut 64 Bowser Oil Tanks, there is no effort required to empty barrels; measurement is accurate; there is no spillage.



Note the barrel cradle, hoist and track for emptying barrels.

The BOWSER BOOMER

VOL. 17 NO. 5
MARCH 1,
1918





A San Francisco Letter

Mr. D. S. Johnson, Western Manager, in a letter to his salesman, says:

"I wish all of you could have gone to Fort Wayne and seen the new office building—the last word—which will be ready for occupancy some time next month, the big extensions to the factory, the stock in the warehouse, the goods in course of construction in the factory and the enormous amount of material and parts on hand. It is about the liveliest place you ever saw and I can see clearly that it is going to be mighty hard for the Sales Force to keep ahead of the Production Department this year."

The Bowser factory is a busy place and much larger than most people realize, for it covers nearly twelve acres of floor space.

Mr. Zahrt, our Assistant General Manager and Treasurer, in commenting on the 1918 possibilities recently, said: "We are in fine shape to take care of business. Our factory organization is perfect." He said further, "The volume of business coming in indicates that our quota for 1918 will easily be reached."



Nate Ring of the Albany District, is a regular Douglas Fairbanks (not that his accumulation of adipose tissue will permit his doing the stunts which the screen artist performs) but he is determined to "get his picture in the paper." We have had several solicitations from him (have even been asked our rates).

Now Nate should, we think, arrange to make us a barrel shipment of the peculiar products of the "Briny Deep" (well iced).

So here's your picture, Nathan Andrew Ring of Orono, Maine.

Now you come across!

Fort Wayne "High Ten"

Feb. 21, 1918

1. W. C. SUTTON
2. W. A. ARMSTRONG
3. R. J. GOODMAN
4. F. P. BRANDT
5. J. T. PRIDE, JR.
6. PHILIP CARLTON
7. J. B. HAGAMAN
8. J. C. TIBBLES
9. C. A. MATHISON
10. J. S. SHEEHAN

Just because a prospect is looking at you, don't be too sure you have his attention.

Miss Delilah Lighter is a new member of the Memphis office force. We are sure that, unlike her prototype who shore Samson of his locks and robbed him of his strength, we can see her disseminating my her "lighter" vein of optimism that strength of character which makes for success.

The most satisfactory report on a prospect is "See my order No.—"

LORENA YEATES,
Memphis Boomer Correspondent.

Toronto "High Five"

Feb. 20, 1918

1. C. B. BREMNER
2. S. G. ADAMS
3. M. J. LARSON
4. C. S. ROBERTSON
5. C. H. KING

DISTRICT OFFICE QUOTA STANDING

FEBRUARY 23, 1918

DIVISION "A"

1. DALLAS - - - B. L. Prince, Mgr.
2. SAN FRANCISCO D. S. Johnson, Mgr.
3. MEMPHIS - - - H. W. Brown, Mgr.
4. ATLANTA - H. C. Carpenter, Mgr.
5. ALBANY - - - W. M. Mann, Mgr.
6. ST. LOUIS - - - L. E. Porter, Mgr.
7. TORONTO Harry Christie, Sls. Mgr.
8. PITTSBURG - - - H. C. Storr, Mgr.
9. FT. WAYNE A. W. Dorsch, Mgr.

DIVISION "B"

1. WASHINGTON E. B. French, Mgr.
2. TRI-STATE J. W. Burrows, Mgr.
3. DENVER - - - C. C. Barnett, Mgr.
4. CHICAGO - T. D. Kingsley, Mgr.
5. NEW YORK - E. J. Little, Mgr.
6. PHILADELPHIA P. J. O'Neil, Mgr.
7. MINNEAPOLIS R. R. Safford, Mgr.

District Office Standing in Lubricating Contest, Feb. 23, 1918

- | | | |
|-----------------|---------------|-------------------|
| 1. WASHINGTON | 6. MEMPHIS | 11. PITTSBURG |
| 2. DALLAS | 7. ALBANY | 12. NEW YORK |
| 3. PHILADELPHIA | 8. TRI STATE | 13. SAN FRANCISCO |
| 4. CHICAGO | 9. ATLANTA | 14. DENVER |
| 5. MINNEAPOLIS | 10. ST. LOUIS | 15. TORONTO |
| | | 16. FT. WAYNE |

Standing of Forty High Men

Volume of Business, Feb. 23, 1918

- | | |
|--------------------------------------|---------------------------------------|
| 1. W. C. Halsey.....Albany | 21. S. G. Adams.....Toronto |
| 2. W. B. Stamford.....Philadelphia | 22. J. C. Long.....Atlanta |
| 3. C. Bremner.....Toronto | 23. A. L. Martinson.....St. Louis |
| 4. J. T. Gibbons.....Washington | 24. O. T. McKissick.....Dallas |
| 5. J. G. Phipps.....Pittsburgh | 25. E. P. Walker.....Memphis |
| 6. B. A. Deffler.....Tri-State | 26. L. C. Tanner.....Dallas |
| 7. R. W. Maxey.....Memphis | 27. H. F. Babbitt.....New York |
| 8. L. L. Brown.....Dallas | 28. H. C. Morgan.....San Francisco |
| 9. J. J. Connelly.....Chicago | 29. C. L. Speight.....Washington |
| 10. G. Walker.....Atlanta | 30. F. W. Swerer.....Denver |
| 11. B. B. Bates.....Dallas | 31. C. J. Rogers.....Tri-State |
| 12. R. Coddington.....Denver | 32. E. F. English.....San Francisco |
| 13. E. S. Stetzel.....Memphis | 33. C. M. Hunter.....Atlanta |
| 14. S. F. Taylor.....Albany | 34. G. A. Smith.....Washington |
| 15. E. L. Milliron.....Pittsburg | 35. N. Brown.....Dallas |
| 16. F. H. Peebles.....New York | 36. C. S. Severance.....San Francisco |
| 17. W. V. Crandall.....Denver | 37. E. P. Dolan.....Memphis |
| 18. H. A. Vortigern.....Philadelphia | 38. E. E. Thomas.....Memphis |
| 19. G. W. Scott.....New York | 39. W. N. Throop.....Dallas |
| 20. R. A. Dusault.....Albany | 40. P. C. Stubblefield.....Memphis |

Lend Prestige to Your Firm

Mr. E. M. Savercool, the General Salesmanager, in his General Letter No. 423, which all salesmen have, or will receive, says:

"A good salesman should be a good business man and should always bear in mind the fact that he is S. F. Bowser & Company in his territory, and that his Company is judged by its representative."

In that he strikes an important note which should be heard throughout the entire Bowser Organization, for upon its interpretation will largely depend the salesmen's success in their respective communities.

Selling Bowser products is a "business" in every sense of the word.

A salesman's stock in trade is his individual ability to sell goods coupled with a reputation for straightforward dealing; an integrity free from every suggestion of duplicity; a supreme confidence in the present and ultimate triumph of good; an unending desire to do right for right's sake, refusing to submit to the inclination to do wrong for any immediate benefit derived therefrom.

If each salesman will endeavor to bring into his daily intercourse with people these qualities which go to make up the "full man," he need never worry when the winds of adversity blow against his oaken fortress and make it bend, for it will never break.

San Francisco's Ten High In Pacemaker Foins

Feb. 15, 1918

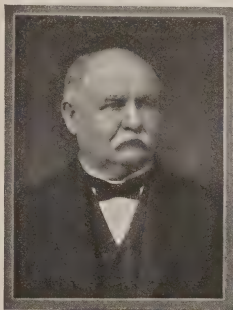
1. C. S. SEVERANCE
2. J. C. HARDING, JR.
3. E. F. ENGLISH
4. H. E. MORGAN
5. W. S. JOHNSON
6. P. J. SOMERS
7. J. F. ARNOLD
8. F. M. KENNEDY
9. R. B. McFADDEN
10. R. J. CODDINGTON



Albany's Tenacious Ten

Feb. 16, 1918

1. W. C. HALSEY
2. S. F. TAYLOR
3. F. H. RICHARDSON
4. W. F. EASTMAN
5. G. W. ELLIOTT
6. C. M. CARPENTER
7. C. R. EGGLESTON
8. F. C. SCHUSTER
9. C. B. MERRILL
10. D. H. HERNON



Mr. Bowser's visit to Memphis has been commented upon in another column of this issue, but Mr. E. S. Stetzel of that district all the more firmly convinces us that "The Old Man" not only dispels gloom, but injects a whale of a lot of pep into all upon whom he calls.

Mr. Stetzel says, "Upon being advised Monday that Mr. Bowser was in the office, it was my intention to try to turn in a special 'BOWSER' week. However, I developed some kind of 'gitis' in connection with a cold. My oratory was below a whisper for two days. My order enclosed was sold in a whisper, it being a twin to one sold earlier in the week; it after all made really my largest week this year."

Albert McIntosh, Married

Congratulations are certainly due Mr. Albert McIntosh of our Toronto Sales Force this month. Mr. McIntosh was married recently in the Beuport Apartments in Toronto to Miss Harriet E. Elliott.

The Boomer wishes Mr. and Mrs. McIntosh all of the good things to be had in this world.

You Are Never Too Old to Learn

There is one significant fact that we cannot help noticing in analyzing last year's work. Almost without exception, the best results were obtained by men who are new to the organization. If we try to find a reason for this, there is only one answer as far as we can see. These men who were successful profited by the advice which we gave them. They went after the business, and they were successful.

We do not wish to be critical. If you have failed in this particular respect in the past, we want you to forget it, so that this failure will not hamper your efforts in the future. We wish to encourage you wherever possible. Consider your own case carefully and ask yourself whether you have made an honest effort to succeed, then let us know what the answer is. If you confess that you have not made the effort you should, then we will have great hopes of your success in the future. If you have tried hard and failed, we will do our best to help you this year.—HARRY CHRISTIE, *Canadian Manager*.

Toronto News

Our Toronto Correspondent, Miss "Wyn" Meneer, advises us as follows:

"We have just had a telegram from Mr. Cuddie of Regina, which reads in part—

'Wigle came home last night, with a bride. Will start work tomorrow.'

"Mr. E. B. Wigle came with us last September, and during the Fall months he was quite successful. He has also made a fine start for 1918, and we are counting on him as one of our big producers during the year. Mr. Wigle is a specialist on 'short terms,' and secures quite a good percentage of his orders on the F. C. W. O. basis."

L. F. Greer of Dallas, a Pacemaker in 1914, 1915, and 1917, came across with his "dollar dues" of Pacemakership and said, "I fully expect to have to go through with this again (referring to the payment of his dues), for I sure am going to be in the 1918 Club."

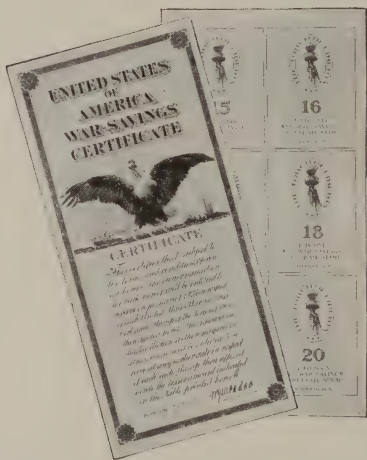
It occurs to us that every salesman should have a very definite plan himself for becoming a Pacemaker.



There is, therefore, no tax on the good of virtue; for that is the incoming of God himself, or absolute existence, without any comparative. All external good has its tax; and if it came without desert or sweat, has no root in me, and the next wind will blow it away. But all the good of nature is the soul's, and may be had, if paid for in nature's lawful coin, that is, by labour, which the heart and the head allow. I no longer wish to meet a good I do not earn—for example, to find a pot of buried gold—knowing that it brings with it new responsibility. I do not wish more external goods,—neither possessions, nor honours, nor powers, nor persons. The gain is apparent, the tax is certain. But there is no tax on the knowl-

edge that the compensation exists, and that it is not desirable to dig up treasure. Herein I rejoice with a serene eternal peace. I contract the boundaries of possible mischief. I learn the wisdom of St. Bernard: "Nothing can work me damage except myself; the harm that I sustain, I carry about with me, and never am a real sufferer but by my own fault."—Emerson.

When law can stop the blades of grass from growing as they grow, And the leaves in summer-time their verdure dare not show, Then I will change the colour that I wear in my caubeen, But till that day, please God, I'll stick to wearing of the Green.
DION BOUCICAULT.



Every Bowser salesman should be "doing his bit" by investing in War Savings Stamps and Thrift Stamps. Try doing without a cigar now and then or a "mover" ticket and see how nice the price looks when converted into a W. S. S. or a Thrift Stamp! It's fine business to save money.

This way you'll never miss the money, and, best of all, you're helping Hang the Hungry Hun.

HHE complaint has reached our ears that some of the salesmen do not receive their Boomers regularly.

We ask these men if the address appearing on the wrapper of those which they do receive is correct? Is your Boomer sent to your permanent address, or is it sent according to your route sheet?

We want *every* salesman to get his copy and will do all in our power to see that it reaches him.

Write to us about it.

Pacemaker Dues

Have you sent yours to the Corresponding Secretary? He is also the Boomer Editor. Make checks payable to him.

In every man's mind some images, words, and facts remain, without effort on his part to imprint them, which others forget, and afterwards these illustrate to him important laws. All our progress is an unfolding like the vegetable bud. You have first an instinct, then an opinion, then a knowledge, as the plant has root, bud, and fruit. Trust the instinct to the end, though you can render no reason. It is vain to hurry it. By trusting it to the end, it shall ripen into truth, and you shall know why you believe.—Emerson.



Be very careful about shaving those time table margins too closely, George!



J. S. Carrington



WE regret to announce the passing of J. S. Carrington of the Washington Office. Mr. Carrington died Saturday, February 23rd at his home in Durham, N. C. He had been ill for several weeks and while his death seemed inevitable, it came as a shock to all who knew him.

Our records show that he took up a Bowser grip on the 9th of June, 1913. Not only was he a Pacemaker in 1913, but he has qualified each year and in 1917 he gained the coveted honor of a "Five Year Man."

Mr. Carrington was liked by all with whom he came in contact, and was a hard and consistent worker. The sympathy of the entire organization goes out to Mrs. Carrington.

Factory Possibilities

Referring to the factory possibilities, H. W. Brown, the Memphis Manager, says to his salesmen:

"Please remember you know

more about your line and your business than the Biggest Factory Man in your Territory. He also knows you do and if properly approached will be glad to listen to any proposition you

have to *help him improve his business*. The bigger the man, the more he appreciates the Bowser and their representatives. Increase your sales by going after *big business*."



BOWSER BOOMER

PUBLISHED SEMI-MONTHLY BY
S. F. BOWSER & CO., Inc.

Fort Wayne, Indiana
Manufacturers of Oil and Gasoline
Storage Equipment

H. J. BRADSHAW, Editor

THE BOWSER BOOMER IS THE MAGAZINE
OF THE BOWSER SALESMEN
OF THE WORLD

It is published in their interests and its viewpoint reflects their aims, activities and ideals.
Every salesman is entitled to a copy.
News items, photographs, sales arguments from all are welcome.

Vol XVII MARCH 1, 1918 No. 5

The Line of Least Resistance

Analyze your attitude on this important subject.

Following the line of least resistance might well be called the most common trait of human character, for it is indulged in too freely by all. It is a false sense of satisfaction, a sort of "Well, I did my best" and let it go at that.

But, the fallacy of such reasoning! No excuses go in salesmanship. It is up to the individual to "make good;" the job may be difficult, the obstacles apparently insurmountable, but there never was a problem stated that did not simultaneously have an answer and it is up to each of us to find this answer. The efforts exerted in seeking the answer are mere incidents—the solution is the big thing.

Big men are such through the results of their own mental activity—their pursuance of a definite idea.

Mr. Bowser has built up a wonderful business by exercising the qualities of perspicacity, intelligence and persistence. Today you and I see the exemplification of this effort—a handsome business, a complete factory organization and a wonderfully efficient salesforce. All are the result of his careful planning, his pursuit of all that was good and his insistence that nothing but

the highest ideals be inculcated in his rules of ethics.

It is not otherwise with each one of us. We may not hope, nor wish to own a big institution, but today we have a problem and today it must be solved!—if we are to advance.

Mr. Bowser has not followed the line of least resistance. Far from it! True, he has reached out and brought to his assistance strong men, all of whom were developed in this big institution, but behind it all has been Mr. Bowser's positive personality, his indomitable will for success. The answer is written; he has arrived at the Goal of Success.

All can in a measure realize this success by planning more thoughtfully and executing more carefully.

Intelligence can never be submerged. Like Ivory soap it always bobs up!

Well, let's hope March will try to be human and not pull any of this "superman" weather.

Sure, we're willing to bury the gosh dinged snow-shovel forever—that is, we'd like to use it about August 15th again.

They say the pen is mightier than the sword. Well! it took some "words" to help us develop enough courage to tackle our snow piles these winter days.

Every "man of the house" should by this time be entitled to a position as fireman. Yours truly has shoveled so much coal the past few weeks that he can now stand back six feet from the furnace door and throw a half ton scoopful of coal into the firebox and not spill a lump.

It is not the province and certainly not the desire of THE BOWSER to "spank" anyone; it is not a medium for faultfinding; it has for its ideal the upbuilding of character through stating posi-

sibilities rather than dealing in the negative qualities of indiscriminate criticism. Constructive thinking may be likened to the statement of mathematical formulæ—there is no question as to their truth; they are self-evidently true; within themselves they have all arguments; they automatically and instantly contradict any deviation from their statements; or to put it a little differently, we need not worry about what 2×2 are not. These variations are as varied as the infinite number of divisions of the unit, but the simple statement of the fact that 2 times 2 are 4 forever, simply and most convincingly, contradicts any other answer.

Now, reverting to the subject of this article, as to how far can we venture to criticize, and having started where shall we stop? We find that many, yes all too many, very high-grade salesmen overlook details to which they should give heed.

There is the matter of daily reports. Those unacquainted with the details of the Bowser business cannot see the necessity and advantage of making daily reports. They only appear as a nuisance, an apparently unimportant daily routine. Such is not the case. Our records can only be made complete and our calling lists effective by the careful attention of all salesmen to this detail.

First in the importance of making reports is the obedience which is exemplified in their execution, a frame of mind which makes for success. Disobedience might be used as a good antonym for obedience and certainly this is not considered a desirable business asset and it most assuredly does not make for the success of a salesman.

Use the model.

We find that the salesmen who are making the most rapid strides in the sale of Paint Oil, lubricating oil, and kerosene equipment are making constant use of their models. We cannot think of any reason to be offered for failing to take advantage of



the special opportunities offered by the use of a model. The very first requirement for a sale is attention. Munsterberg in his "Psychology and Industrial Efficiency" says (p. 205):

"Interference with attention must, for instance, be recognized when * * * instead of devoting himself to one complete function, has to carry out secondary movements."

The model attracts and holds attention by its presence. There is no possibility of the attention "wandering", as would be the case if an effort were made to focus attention by oral arguments. The moving parts, the accurate measurement which can be demonstrated, the convenience, are all visualized much more easily with a model than without it.

We might proceed indefinitely bringing the attention of the salesmen to the importance of fulfilling all the requirements of the order blank—the care which should be used in filling it out, care that every question asked is properly answered, care that the address of user is plainly written on the face of the order and *printed* on the reverse side, care that the name of the bank (on long-time orders) is filled in, care that the revenue stamps be of proper denomination with cancellation by customer. All post dated checks must bear revenue stamps on the ratio of two cents for every hundred dollars, or fraction thereof.

If everyone will do his best to avoid the errors here pointed out all will benefit.

T. H. Rhodes, who for the past eighteen months has been in charge of the factory business in the Province of Ontario, has taken over the Sales Agency covering the Province of Manitoba. Mr. Rhodes is well acquainted with Western conditions, having been in Saskatchewan for a number of years before going to Ontario. He is taking up his new work with great enthusiasm and determination and we expect the territory under his jurisdiction to produce a record business during 1918.

Philadelphia's High Five

Feb. 23, 1918

W. B. STAMFORD
H. A. VORTGERN
W. BOOKER
FRED BROWNE
PAUL LEMEN

How Do You Spend Your Time



To do the best work requires that our hours outside our daily work shall be spent to the best advantage.

The old saying, "All work and no play makes Jack a dull boy," is certainly true. We cannot work all the time. We can select our amusements in such a way that in the morning we will arise refreshed and ready to work.

Have a hobby. It does not matter whether it be fishing, hunting, gardening, carpentering or puttering around the house. Do not indulge in any amusement which makes you less of a man. There are enough good wholesome things to do without that.

Be true to your highest ideals.

This Fellow Isn't Discouraged

This Kind of Enthusiasm Is Bound to Succeed

"By the way, we are as low as we can get in the National Lubricating Contest; all the other districts are ahead of us. I have no fear, however, but that you will soon change the complexion of that Race."

Yours for capturing the lead,
C. C. BARNET, *District Manager.*

Kingsley Springs a Brand New One!

Bear in mind the following:
"Make an effort to secure one new prospect each day! Add one new argument each day to your sales talk! Demonstrations with model will increase lubricating outfit sales!"

There's a lot of sound logic in this, for, as a matter of fact, unless we keep brushed up on new ways of pushing home old facts, we'll soon dry up and suffer from "Argumentative Sclerosis", a hopeless disease for a salesman to contract. And, for the love of Mike, use your model!

New York's High Five

Feb. 20, 1918

1. F. H. PEEPLES
2. J. R. SIBLEY
3. S. W. SILSBEE
4. J. A. GRANNIS
5. G. W. SCOTT

Personals

The Boomer Editorial Room continues to be graced with visiting salesmen. We hasten to assure you we keep no "La Cabbageolas" on tap, but our smile is "wide open" and our ears are "en rapport" (whatever that is) for any news, suggestions or jokes.

Mr. George Roos was introduced on the arm of "Judge" Yapple of the Central Sales. Not only were we delighted to see Mr. Roos and hear him express wonder at the size of the plant (he didn't realize how big we are) but he entertained us with some of his observations. In the Pullman car he tried to get a drink of water. Of course, the "paper cuts" were flat and folded tight and now he is wondering why some one took the trouble to trip upon them. "Open before using."

We noticed Mr. Roos was wearing "rose colored" glasses. He said it gave a rosy tint to every circumstance. A dandy good philosophy, by the way.

"Dixie Boosters" High Five

Feb. 2, 1918

1. GRIGGS WALKER
2. C. H. DURANT
3. J. C. LONG
4. L.W.CROW
5. H. W. OATTIS



Fig. 1—Here is illustrated the old way—tin tanks, barrels, funnels, inaccurate tin measures—a dirty mess all the time.

Storing Paint Oil in tin cans and barrels and using tin measures and funnels for measuring, is a losing proposition. The time loss incident to "tapping" a barrel, the trouble of placing it upon the rack, and the labor

necessary is a constant tax upon the profits.

In case a barrel is nearly empty and a customer calls for five gallons, the old barrel must be removed and the new one put in position, consuming time and often requiring the services of two clerks. The barrel removed is never empty and, being laid aside, the oil is often lost and in these times of high prices this item alone might, if saved, be the profit on the entire barrel.

The dripping of oil on a floor soon coats it, often as much as two or three inches, or if allowed to drip into sawdust, presents a dangerous possibility of spontaneous combustion, as well as a loss.

A barrel of oil, turpentine, or dryer with an air vent to allow liquid to be drawn, allows sufficient air to enter the container to cause the formation of foots and fats in linseed oil, and evaporation in turpentine and dryer. A large buyer, when recently interviewed by a Bowser salesman, frankly stated that he had found several barrels of high-priced dryers unopened and the barrels empty—lost by leakage and evaporation.

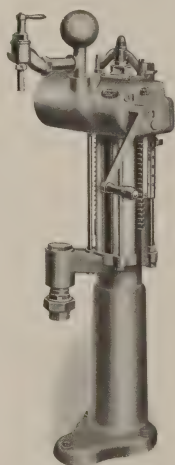


Fig. 5—Here is shown Cut 105. The quick return feature of this pump makes it a most desirable one where speed is an item. The pump will handle equally well turpentine, linseed oil, dryer and kerosene, floor and lubricating oils, etc. When a filter is added (Cut 103) it is ready for gasolene.

Paint Oil Possible

Not a difficult situation to
an intelligent survey a
the Proper **BOWSER**

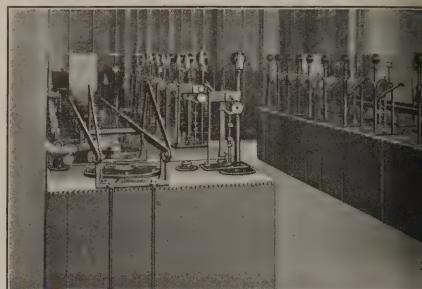
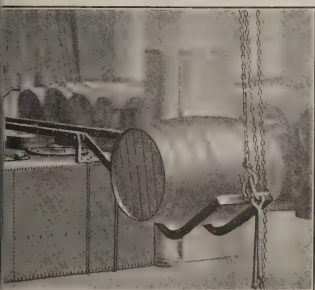


Fig. 2—A Battery of Cut 109's is especially designed to permit their use. Note the barrel on the "cradle" which enables the operator to roll the barrel to any tank desired to flow into the tank.



Storage ties

...dle—only requires
...e application of
Equipment



needs of the merchant whose floor space
raised to a horizontal position will en-
knocking out the bung allow the liquid

The Cut 115 outfits are especially satisfactory where a merchant must place his pumps in a particular location and have his tanks in a convenient place in the basement. With this equipment it is only necessary to connect them by use of 2 inch pipe and the "offset" distance makes no difference in this operation.

The tanks illustrated in figure 4 are located in the basement. They are similar in construction to the 109's in figure 2 and are **fire-proof**; that is, if properly installed with a vent outside the building, there is no way for a fire to occur in them, no vapors can escape, no metal can melt, no seams can open.

The Cut 105 (see figure 5) is an ideal pump to be used for handling paint oils in connection with cellar tanks as illustrated in figure 4. It has a meter which records the oil as drawn and at a glance gives a complete record of the material delivered. The Cut 105 is a "quick return" pump, returning on the down stroke about six times as rapidly as the delivery stroke. When this pump is used for gasoline a Cut 103 (Red Enamel) should be used as this cut number has a filter.



Fig. 3—The Cut 115's here illustrated have the tanks in the basement. (See figure 4 below.) Note the small floor space required—only 32 inches from the wall. The pumps measure exactly as the Cut 109's in figure 2 and differ from them only in the location of the tank.

The Cut 109's (see figure 2) are especially designed to meet the needs of the merchant who has enough floor space to permit their use. These outfits are non-destructible, made of 14 gauge steel and should a barrel or any other heavy object strike them, there is no possibility of injury. The pumps will deliver any quantity desired—pints, quarts, half-gallons, or gallons, or if the computer is used, a quantity like 25 or 35 cents worth can be drawn without cheating either the customer or the merchant.

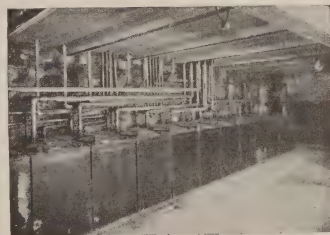


Fig. 4—This shows the cellar installation of the pumps illustrated in figure 3. A barrel track similar to figure 2 is used and the barrels emptied in the same way. The piping shown illustrates the flexible nature of the equipment.



Substitutes

(Berton Braley, in the Illinois State Journal.)

The Germans are feeding
On substitute meat,
The flour they are kneading
Is substitute wheat,
Their cattle they fodder
On substitute hay,
And life's growing odder
And odder each day.

They smoke—with great loathing—
Their substitute weeds,
And substitute clothing
Is made for their needs;
They've substitute money
And substitute cheese
And substitute honey
From substitute bees.

They settle their quarrels
By substitute law,
Their substitute morals
Cause deeds that are raw,
Their car wheels are creaking
With substitute grease
And now they are seeking
A substitute peace.

And when they are peeved by
Real woe and distress
They're tricked and deceived by
A substitute press;
Their thoughts and their ways too,
Are sure to be odd
While Kaiser Bill prays to
A substitute God!

Hunka Tin

(From the American Field Service Bulletin, Paris.)

You may talk about your voitures
When you're sitting round the quarters,
But when it comes to getting blessés in,
Take a little tip from me,
Let those heavy motors be,
Pin your faith to Henry F's old Hunka Tin.
Give her essence and l'eau,
Crank her up and let her go,
You back firin', spark plug foulin' Hunka Tin.

The paint is not so good,
And no doubt you'll find the hood
Will rattle like a boiler shop en route;
The cooler's sure to boil,
And perhaps she's leakin' oil,
Then oftentimes the horn declines to toot,
But when the night is black,
And there's blessés to take back,
And they hardly give you time to take a smoke,
It's mighty good to feel.
When you're sitting at the wheel,
She'll be running when the bigger cars are broke.

After all the wars are past,
And we're taken home at last,
To our reward of which the preacher sings,
When these ukalele sharps
Will be strumming golden harps,
And the aviators all have reg'lar wings,
When the Kaiser is in hell,
With the furnace drawing well,
Paying for his million different kinds of sin,
If they're running short of coal,
Show me how to reach the hole,
And I'll cast a few loads down with Hunka Tin.

Yes, Tin, Tin, Tin
You exasperating puzzle, Hunka Tin,
I've abused you and I've flayed you,
But, by Henry Ford who made you,
You are better than a Packard, Hunka Tin.

A Little "Pep" Was Needed

"Jack" Burrows Hands It Out

Mr. Burrows, Tri-State Manager, has instilled into his salesmen the possibilities in the lubricating line and one who has had his eyes opened is mentioned in a letter as follows:

"One of the Tri-State boys who came in to see us recently did not make a good showing on Lubs last year, but during the past two weeks he has sent us orders for 7 outfits, and says he did not realize last year what a good proposition they are and how easy they are to sell, and has set his mark for this year at 100 outfits."

He is right. The possibilities are infinite.

"The Five Leading Senators" Of the Washington Office, Feb. 20, 1918

1. A. L. CORBIN
2. J. T. GIBBONS
3. C. L. SPEIGHT
4. G. A. SMITH
5. C. C. CLAGGETT

Indolent Satisfaction Dangerous Make An Effort to Excel

"There is an advantage and a disadvantage (the distinction is up to us entirely) in being given a conservative quota. If we are content in obtaining the number of outfits assigned us, our quota is a disadvantage; but if we are determined to make it the minimum, and simply consider it as a proper stepping stone, it is an advantage."

R. R. Safford, Manager of the Minneapolis District, has hit the nail straight on the head. If we are willing only to attempt that which we are required to do, we have not gone very far. We are, in fact, only "average" men, for all quotas are based on average possibilities. We need to strive for perfection. Then quotas are automatically fulfilled.



Get the Spirit

Sure, "Old Ireland" knows how to inject pep into his warriors. Just listen while we read what "Patrick" O'Neil, Manager of the Philadelphia office, says:

"You fellows who are behind had better get busy, as we intend issuing a statement from time to time, and if any salesman gets into the habit of loafing we sure will send a copy of this statement to their wives. What do you think? Hit the ball, boys. Keep up your end and the "Fighting Phillies" will win."

"Gus" Wilson, whom all the salesmen will remember as assistant to Mr. L. P. Murray, has been assigned to special factory and engineering work in the Albany district. Be careful, Gus, that you don't

start to wading in the Hudson, forgetting that you are not in the St. Mary's!



Dallas % 100 Quota Men Feb. 18, 1918

Salesmen	Repeat
1. SULLIVAN	
2. WILLIAMS, R. T.	
3. CLARK	
4. BATES	
5. WEEMS	
6. BROWN, L. L.	
7. THROOP	
8. MATTHEWS	
9. MORGAN	
10. BROWN, NOD	
11. LEWIS	
12. SARGENT	
13. BENNETT, C.	
14. TANNER	
15. FOSTER	

Dividing the Loss

Boss: "Ther's tin dolars gone from out me cash drawer, Patsy. You and Oi are the only pape who have keys to the drawer."

Patsy: "Well, Boss, suppose we each pay five dollars and say no more about it."

A Word of Wisdom

From the "Hoosier Manager"

"Augustus" Dorsch, Indiana Manager, succinctly puts it, "Now all that remains of 1917 is thoughts of successes and failures, wrongs that cannot be righted, and deeds that were never done".

He sure is right. Vain regrets make for failure. Hope that is born of intelligently directed activity alone makes for success.

Sure, This Is True! !

The man who can *least* afford to take out life insurance is the man who *should* take it out! The same thing is true of the Garage man handling lubricating oils! The man who says he cannot afford it because he has lost money this winter on account of weather conditions, etc., is the man who should save every penny and with the price of lubricating oil where it is today, *he needs* a Cut 63 and *you* can sell him if you make up your mind to!

—T. D. KINGSLEY,
Mgr. Chicago District.

Convenience Counts

Two Irishmen were digging a hole for drainage. One was over six feet in height, and the other not much over five feet. The foreman came along presently to see how the work was progressing, and noticed that one of them was doing more work than the other. So he called down to the big fellow below in the trench:

"Look here, Pat! How is it that little Mickey Dugan, who is only about half as big as you, is doing twice as much work?"

Glancing down at the diminutive Mickey, Pat replied:

"And why shouldn't he? Ain't he nearer to it?"

If you have no ambition to accomplish any one thing, you have about as much chance of learning what it is like at the top of the ladder as the man who will not try to climb.

When the honest farmer's apple crop has been dispatched to town, The barrels look this way on top:

O O O O O O

And this way lower down:

O O O O O O

(Not like the Bowser line.)



OUR EXECUTIVE SECRETARIES

From left to right—Miss Helen Travis, Secretary to E. M. Savercool, General Sales Manager; Miss Myrtle Lerch, Secretary to S. B. Bechtel, General Manager; Miss Helen Rost, Secretary to E. H. Briggs, Executive Assistant; Miss Ollie Swinehart, Secretary to S. F. Bowser, President; Miss Gertrude Kruse, Secretary to D. A. Corey, Executive Engineer; and Mrs. Chester Werkman, Secretary to W. G. Zahrt, Assistant General Manager and Treasurer.

Tri State Quota Getters

Feb. 12, 1918

Salesmen	Repeat
1. B. A. Deffler	3
2. C. J. Rogers	2
3. W. P. Shepherd.....	1
4. F. C. Rice.....	1
5. E. M. Brewster.....	1

"Cartoonist" R. W. Potts, of Cleveland, dropped in for a chat recently and while he is a brother to our "Head Fisherman," T. C. Potts, he didn't attempt to regale us with any of the "You should have seen the big one that got away" stuff. We enjoyed his visit.

Hal Storr dropped in for a little chat and while it wouldn't be fair to publish our stenographic notes of his conversation, we are willing to tip it off to a waiting world that it is his intention to cop the "polished mug," as O'Neil calls it. Well, we'll wait and see.

Analyze Your Saleswork

It Makes No Difference Whether or Not You Are Successful.

Listen to the advice which A. W. Dorsch, the Indiana Manager, is giving to his salesmen:

"After you finish your day's work do you immediately forget all about what you did during the course of your interviews, or do you sit down and think over your arguments and sales talks and try to remedy any faults that you find? Do you analyze each case and try to figure why you sold this man and not the other? Do you think about your work even though you are not actually applying yourself to your daily task?"

Saleswork can only be improved upon by giving to it that analysis which makes you able to repeat extraordinarily good work and avoid mistakes.

A whole column could be written on this subject. Just sit down and *think* a whole column about it.

A certain gentleman of the Memphis Office with a pleasant smile and winning ways, in whom we placed confidence with child-like simplicity, recently promised to send us some interesting news for the Boomer.

This is to advise that if he is anxious that our suspicions of the frailty of man's promises be entirely removed he may still save us by "doing his bit."

Pat (to Mike on the roof)—"Don't come down the ladder at the northeast corner. I took it away."

Philadelphia---Branch Office

Patrick Jerry O'Neil, the Philadelphia Manager, advises us that we failed to give him honorable mention in our "1918 Cup Winning Possibilities".

We admit it sorrowfully. We're in sack cloth, etc., etc., but now!—let's make him prove that he is in a position to be numbered among the cup-grabbers. Here is what he says:

"Dear Brad:

"Has it percolated through your cranium yet that Philadelphia is now a district? We were not mentioned on page No. 1 in THE BOOMER of February 15th. Now, Brad, for your information I will say that Philadelphia was made a district January 1st, 1918, and we claim to have just as good a chance to win that polished mug as any Rootin', Tootin', Cotton Shootin' Sons o' Guns from Dallas", or any impetuous Canadians, etc., etc."

Standing of Minneapolis High Five

Feb. 16, 1918

1. J. R. O'MALLEY
2. J. C. WARD
3. M. C. BENHAM
4. JAMES WARD
5. F. E. BRAGG

One More Thing

Pat and Bridget were being married, and the whole village was astir. Pat was resplendent in a tail coat (borrowed), patent leather boots (too tight for him), a white vest, and a bright green tie. Bridget shone glorious in most of the colors of the rainbow.

The fateful words were spoken, and the happy pair walked down the aisle and out into the street, where a great crowd greeted them with loud cheers.

At last they were safely encoined in their cab, and Bridget sank back with a sigh of satisfaction.

"Sure, Pathrick," she said sadly, "there's only one thing Oi regret. If we could have stood on the pavement and watched ourselves pass, wouldn't it have been hivinly?"

The Evidence Lacking

"Stand up, McNulty," said the Police Magistrate. "Guilty or not guilty?"

"Faith, an its meself can't tell till Oi hear the evidence," replied McNulty.

The "Old Man" A Gloom Dispeller

Mr. S. F. Bowser, our President, visited Memphis a little while ago. Here is an extract concerning the event taken verbatim from a letter mailed us by that office: "Up until the time Mr. Bowser arrived in Memphis, we had had nothing but clouds and snow. The moment he stepped into our office, the clouds cleared away, and the sun has been shining ever since."

If salesmen had little trouble in getting F. C. W. O. in 1917 with the factory hopelessly "snowed under", think of the possibilities in 1918!! Sell yourself on the matter. Turn over in your mind the many advantages of a merchant's doing business on this basis and you will find it is a comparatively easy thing to do and it makes a mighty satisfactory business for you!

Memphis "Big Six"

Feb. 20, 1918

- W. S. ROW
W. W. SCRUGGS
E. S. STETZEL
J. J. CLINE
J. G. PINKSTON
R. W. MAXEY

Don't Run Wild

Think carefully, gentlemen; analyze your plans, your "system" if you choose; determine wherein there may be anything amiss, and immediately proceed to remedy any faults or flaws that you may discover, so that you may reap the extreme benefit that should be derived from your business ability and the work which you put into the marketing of Bowser equipment—in short, so that you may reap the satisfaction which is your due.

—W. M. MANN,
Albany Manager.

A. G. Hartgen, of the Harrisburg District Office, who has been in the hospital is again on his territory.

Mr. S. B. Bechtel, our General Manager, spent a few days in Grand Rapids with the "folks." Things are running so smoothly around here now, with shipments right up to date, that the "Big Chief" can take a run out into the "wilds" (apologies to the "Furniture City") without a thought of business.

Sort of occurs to us that he might have slipped one over on us and took a little "hike" up the Marquette for a cast or two!

"Pat was drowned yesterday."

"Couldn't he swim?"

"Yes, but he was a union man. He swam for eight hours and then quit."

Speaking of Spring

"Did you hear the robins sing this morning? If you didn't just sell yourself on the fact that they will soon be singing all over the St. Louis Division. If between now and then you don't get a large consignment of goods en route to your territory there are going to be a good many garage men disappointed because they don't get their new goods in time, and *you* will be responsible."

Oh, you Lou Porter! This fellow will soon be writing poetry. But just the same he's handing out the right sort of advice.

(The morning after we received this communication the thermometer dropped to zero—no doubt these spring poets were too much for it.)

Unaccountable

Dad: "What hit ye?"

Mike: "Be danged, ef Oi know. Oi haddent a friend in the bunch."

An Appeal from the Statistical Department

Number your orders carefully.

This department is interested in the success of each salesman, and will, from time to time, bring matters to their attention which will, though they may appear trivial, greatly assist in getting accurate and prompt replies to letters regarding orders.

It frequently occurs that an order is not given a number or two or more orders are given the same number. When these orders are received, they must be either given a number arbitrarily, or in case two or more orders have the same number, change them to an "A" number. The salesmen's records and those of their District Offices then no longer agree with ours, and should the customer's name and address be not given, it is altogether possible that the correspondent will have to write for further information before a satisfactory reply can be made. The failure to number orders consecutively is sure to result in confusion, delay information reaching you, and as a consequence cause the loss of additional business.

Denver's Daring Doers

Feb. 18, 1918

Yearly Volume

1. R. CODDINGTON
2. H. U. EARLE
3. J. H. WILSON
4. F. W. SWERER
5. R. W. JEWEL
6. R. E. ERWIN
7. F. H. KILVER
8. C. I. BENFORD
9. J. F. VONDEREMBSE
10. W. V. CRANDALL

Monthly Quota Percentage

- H. U. EARLE
- J. H. WILSON
- R. CODDINGTON
- C. I. BENFORD
- F. H. KILVER
- F. W. SWERER
- R. E. ERWIN
- R. W. JEWEL
- J. F. VONDEREMBSE
- W. V. CRANDALL

Unless you have learned when to stop talking and give the customer a chance, you have not learned all the rudiments of salesmanship.

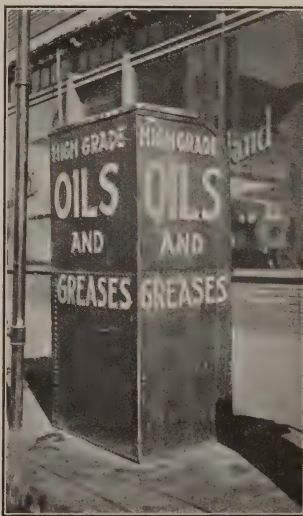


St. Louis Division Three High Men in Volume of Business, Feb. 16, 1918

1. T. H. MOSELY
2. C. H. PRIDEY
3. W. SNAPP

Three High Men in Sales of Lubricating Outhits

1. E. E. MAXWELL
2. C. H. PRIDEY
3. J. F. RENICK



No doubt this sort of an Advertisement has **SOME** pulling power.

Birmingham, Ala, Feb. 19, '18.
The Bowser Boomer,
Fort Wayne, Ind.

Dear Editor:—

Mrs. H. T. Purdy and mother wish, through the columns of the "Boomer" to thank the Pacemakers Club, Messrs. S. F. Bowser & Co. and Old Associates, which included Messrs. E. F. Klotz, George Bigelow, E. P. Walker, J. W. Runyan, C. P. Saunders, E. M. Savercool, Thos. Cragg, Rosser McClure and J. T. Gumpfer for the beautiful floral offerings sent in sympathy with their recent terrible loss.

(Signed) MRS. H. T. PURDY.

Chicago "High Five"

Feb. 23, 1918

J. J. CONNELLY
E. W. MILES
MAX HEINTZE
J. P. SHANNON
H. J. BOUNY

We met E. W. Sherbourne, Assistant to C. C. Barnett of the Denver Office, in the halls of the Main Office today, and say! No wonder the Denver Daring Doers are showing form for we hadn't talked to him five minutes before we were so filled with "pep" we could have gone out and written a humdinger of an editorial, or if occasion required, piced up a model case and shown some one up.

The lightning bug is a beautiful bird,

But hasn't any mind,
He dashed through this world of ours,

His headlight on behind.

C. L. Powell who has been assistant to Mr. Storr for the past year, and doing fine work in this capacity, is now doing factory sales work in Eastern Pennsylvania. He spent a few moments with us. Mr. Powell has been around the world several times and he made us wish we could take a jaunt into the Orient and see some of the interesting places he described.

Incidentally it might be mentioned that he has an unusually fine collection of Oriental goods and has taken something over 2,000 good pictures of the various bridges and pagodas in China. His experiences in traveling made us more than ever appreciate the "jitney" that runs right past our door, and while sometimes we ride eight "deep" there is no danger of being held up by a conscienceless highwayman.



The Bowser Organization is constantly contributing men for public work—for the Red Cross, for the sale of Liberty Bonds, and what not?

The latest to do his bit is Executive Assistant E. H. Briggs, who was called upon recently to present, at the Palace Theatre, the advantages and necessity of the purchase of War Saving Stamps and Thrift Stamps. Mr. Briggs gave a very interesting and instructive talk.



St. Patrick Was a Gentleman

Oh! St. Patrick was a gentleman,
Who came of decent people;
He built a church in Dublin town,
And on it put a steeple.
His father was a Gallagher;
His mother was a Brady;
His aunt was an O'Shaughnessy,
His uncle an O'Grady.
So, success attend St. Patrick's fist,
For he's a saint so clever;
O! he gave the snakes and toads a twist,
And bothered them forever.

The Wicklow hills are very high,
And so's the Hill of Howth, sir;
But there's a hill, much bigger still,
Much higher than them both, sir.
'Twas on the top of this high hill
St. Patrick preached his sarmin't
That drove the frogs into the bogs.
And banished all the varmint.
So success attend St. Patrick's fist,
For he's a saint so clever;
O! he gave the snakes and toads a twist,
And bothered them forever.

There's not a mile in Ireland's isle
Where dirty varmin musters
But there he put his dear fore-foot,
And murdered them in clusters.
The toads went pop, the frogs went hop,
Slap-dash into the water;
And the snakes committed suicide
To save themselves from slaughter.
So, success attend St. Patrick's fist,
For he's a saint so clever;
O! he gave the snakes and toads a twist,
And bothered them forever!

Nine hundred thousand reptiles blue
He charmed with sweet discourses,
And dined on them at Killaloe
In soups and second courses.
Where blind worms crawling in the grass
Disgusted all the nation,
He gave them a rise, which opened their eyes
To a sense of their situation.
So, success attend St. Patrick's fist,
For he's a saint so clever;
O! he gave the snakes and toads a twist,
And bothered them forever!

O! was I but so fortunate
As to be back in Munster.
'Tis I'd be bound that from that ground
I never more would once stir.
For there St. Patrick planted turf,
And plenty of the praties,
With pigs galore, ma gra, ma 'store,
And cabbages—and ladies!
Then my blessings on St. Patrick's fist,
For he's the darling saint O!
O! he gave the snakes and toads a twist;
He's a beauty without paint O!

A new story is at hand bearing upon the exasperating delay in completing the Lambs' new clubhouse. Thomas Findlay was one day passing the clubhouse, where the work upon the addition is still in progress. Meeting the janitor, Findlay asked him how soon the building would be ready for occupancy.

The janitor, an Irishman, replied: "About the first of October."

Findlay retorted, "You mean September."

"I meant what I said," insisted the janitor, "October."

"But there isn't any such month," declared Findlay.

"That's why I made it October," answered the janitor.

—New York Telegraph.

Our congratulations and best wishes to Mr. and Mrs. R. J. Goodman, who were married in Detroit on the 15th of February.

Soft snaps come only with hard work.

The family of the late Capt. N. G. Oattis wish to thank you for the beautiful floral offering and kindness shown in their bereavement.



A California Filling Station Using Three Cut 101's.

One day last week, Mr. Billy Row dropped into the Memphis office and said, "I give up—don't know what to do." And then he went out and sold to one man a twenty barrel Cut 101, a two barrel 41, and a battery of lubricating outfits. Certainly is discouraging, isn't it?

We were pleased to notice "Harry" Dobson strolling around the plant today. He looked a bit "cocky," we thought, but then that isn't strange for he has done some fine work in the Government Sales. We asked him how he got along without Broadway for a stroll or the Statue of Liberty at hand for a confident, but he said he got a great deal of satisfaction talking to himself for then, not only did he have an appreciative audience, but no one contradicted him.

"Casey," said Pat, "how do yez tell th' age of a tu-u-rkey?"

"Oi can always tell by the teeth," said Casey.

"By the teeth!" exclaimed Pat. "But the tu-u-rkey has no teeth."

"No," admitted Casey, "but Oi have."

"The higher and wider is the sweep of vision, the more difficult it is to stumble at trifles and make mountains out of mole hills."

A. P. STANLEY.



Keep Fishin'

(Anonymous)

Hi Somers was the durnest cuss
Fer catchin' fish—he sure was great,
He never used to make no fuss
About the kind of pole or bait.

Er weather, neither; he'd just say,
"I got to ketch a mess today."
An' to the creek you'd see him slide,
A-whistling soft and walking wide.
I says one day to him, says I,
"How do you always ketch 'em, Hi?"
He gave his bait another switch in,
An' chucklin' says, "I jest keep fishin'."

Hi took to readin' law at night
And pretty soon, the first we knowed
He had a lawsuit, won his fight,
And was a lawyer! I'll be blowed!
He knowed more law than Squire McNabb!
An' though he had no gift of gab
To brag about, somehow he made
A sober sort of talk that played
The mischief with the other side.
One day when someone asked if Hi'd
Explain how he got in condishin,
He laughed an' said, "I jest kept fishin'."

Well, Hi is Gov'ner Somers now;
A big man 'round the state you bet—
To me the same old Hi, somehow;
The same old champeen fisher, yet.

It wasn't so much the bait er pole,
It wasn't so much the fishin' hole,
That won for Hi his big success;
'Twas just his fishin' on, I guess;
A cheerful, stiddy, hopeful kind
Of keeping at it—don't you mind!
And that is why I can't help wishin'
That more of us would just keep fishin'.



Easter Number of the **BOWSER BOOMER**

Vol. 17

March 15, 1918

No. 6

*Have Yours
Hatched
?*



Concentration

Concentrate your efforts on those prospects who last Fall informed you that they would buy in the Spring. Develop one new prospect each day.

E. B. FRENCH, *Mgr.*,
Washington District.

The perpendicular pronoun is all right if you keep it throttled down to three miles an hour. Too many of us step on the accelerator.

—Good Impressions.

Albany's "Tenacious Ten"

March 2, 1918

1. W. C. HALSEY
2. G. W. ELLIOTT
3. S. F. TAYLOR
4. C. R. EGGLESTON
5. F. F. RYDER
6. F. C. SCHUSTER
7. D. F. HERNON
8. S. T. ROBERTS
9. A. DE PLACE
10. J. J. LYONS

"What a man thinks is the most important thing about him."

Set a Goal

There is only one sure way of attaining to something worth while and that way is—*Set a goal and strive for it.* Our company has always employed this method and the result has been that never a year have we failed to gain an increase over the previous year's record. *There is no obstacle which cannot be overcome by DETERMINATION and WORK.*

L. E. PORTER,
St. Louis Manager.

District Office Quota Standing

9th Quota Week—March 9th, 1918

DIVISION "A"

1. DALLAS - - B. L. Prince, Mgr.
2. SAN FRANCISCO D. S. Johnson, Mgr.
3. MEMPHIS - - H. W. Brown, Mgr.
4. ATLANTA - H. C. Carpenter, Mgr.
5. ST. LOUIS - - L. E. Porter, Mgr.
6. TORONTO - Harry Christie, Mgr.
7. ALBANY - - - W. M. Mann, Mgr.
8. FT. WAYNE A. W. Dorsch, Mgr.
9. PITTSBURG - - H. C. Storr, Mgr.

DIVISION "B"

1. WASHINGTON E. B. French, Mgr.
2. DENVER - - C. C. Barnett, Mgr.
3. TRI-STATE J. W. Burrows, Mgr.
4. CHICAGO - T. D. Kingsley, Mgr.
5. MINNEAPOLIS R. R. Safford, Mgr.
6. NEW YORK - E. J. Little, Mgr.
7. PHILADELPHIA J. P. O'Neil, Mgr.

District Office Standing in Lubricating Contest

March 9, 1918

- | | | |
|-----------------|--------------|-------------------|
| 1. DALLAS | 6. TRI STATE | 11. ALBANY |
| 2. PHILADELPHIA | 7. ST. LOUIS | 12. PITTSBURG |
| 3. WASHINGTON | 8. ATLANTA | 13. SAN FRANCISCO |
| 4. MINNEAPOLIS | 9. DENVER | 14. NEW YORK |
| 5. CHICAGO | 10. MEMPHIS | 15. TORONTO |
| | | 16. FT. WAYNE |

Standing of Forty High Men Volume of Business

March 8, 1918

- | | |
|------------------------------------|-------------------------------------|
| 1. W. C. Hasley.....Albany | 21. E. L. Milliron.....Pittsburg |
| 2. W. B. Stamford....Philadelphia | 22. F. H. Peoples.....New York |
| 3. C. Bremner.....Toronto | 23. C. L. Speight.....Washington |
| 4. J. T. Gibbons.....Washington | 24. W. V. Crandall.....Denver |
| 5. J. G. Phipps.....Pittsburgh | 25. F. W. Swerer.....Denver |
| 6. B. A. Deffler.....Tri-State | 26. E. F. English.....San Francisco |
| 7. L. L. Brown.....Dallas | 27. L. D. Baker.....San Francisco |
| 8. R. W. Maxey.....Memphis | 28. S. G. Adams.....Toronto |
| 9. R. Coddington.....Denver | 29. C. Bennett.....Dallas |
| 10. W. H. Trammell.....Atlanta | 30. M. C. Benham.....Minneapolis |
| 11. O. T. McKissick.....Dallas | 31. C. W. Morgan.....Dallas |
| 12. J. J. Connelly.....Chicago | 32. K. F. Hessenmueller, Pittsburg |
| 13. G. Walker.....Atlanta | 33. C. S. Severance...San Francisco |
| 14. B. B. Bates.....Dallas | 34. R. A. Dusault.....Albany |
| 15. E. S. Stetzel.....Memphis | 35. L. C. Tanner.....Dallas |
| 16. G. W. Scott.....New York | 36. R. W. Jewel.....Denver |
| 17. T. H. Moseley.....St. Louis | 37. W. Snapp.....St. Louis |
| 18. N. Brown.....Dallas | 38. W. S. Johnson...San Francisco |
| 19. H. A. Vortigern...Philadelphia | 39. J. C. Long.....Atlanta |
| 20. S. F. Taylor.....Albany | 40. J. H. Quinn.....Pittsburg |

Miss Loretta Reilly, the Albany correspondent, advises us as follows:

"Some time ago one of our salesmen was giving Mr. Mann a little 'How I Did It' speech after the closing of a particularly nice order. The peroration as we recall it was: 'And I stayed with them until twelve P. M. and closed the order before you,' after which he paused invitingly and waited for the expected words of commendation. But our D. M. merely growled, and said: 'And after that I suppose you went to bed!'"

Some More Cup Dope

When I was at Fort Wayne, I did a lot of bragging about the "Fighting Phillies" and what they would do this year in the cup race.

Well, I have the same idea yet—not changed a bit—and that cup race is on with a vengeance. It is up to *you fellows* in the field to make my predictions come true.

J. P. O'NEIL,
Philadelphia District Mgr.

We have inside information that J. C. Long, Z. V. McClure, and D. S. McRae have engaged transportation aboard the "1918 Pacemaker Special" being made up in the Atlanta Office.

On behalf of myself and family, I wish to thank the officers and members of the Pacemakers Club for the beautiful token of sympathy sent on the death of my sister, which occurred on February 18th.

R. S. GILCHRIST.

Saturday Results

Saturday sales might well be called "all velvet" sales, for many salesmen look upon Saturday as a holiday. Whenever we hear of especially good work we feel like telling of it, believing it will give a new view-point to some who might be inclined to overlook the possibilities.

"Enclosed find order for 5-bbl. Cut 19A outfit, which please ship at once. In regard to closing this **Saturday evening sale**, would say that I landed at 5:20 P. M. and found Mr. Rathbun in his store just going out with an armful of stove wood and before he got out I had his check and order to ship this outfit at once. This order was closed in ten minutes and I found Mr. Rathbun to be one of the most attentive purchasers that I have had the pleasure of interviewing during my experience with our line."

D. F. HERNON,
Albany District.

On Talking Too Much

Mark Twain once told about going to church one hot, sweltering night to hear the annual report of a city missionary who went around finding people who needed help and didn't like to ask for it. Says the humorist:

"He told of the life in cellars where poverty resided; he gave instances of the heroism and devotion of the poor. When a man with millions gives, he said, we make a great deal of noise. It's a noise in the wrong place, for it's the widow's mite that counts.

"Well, he worked me up to a great pitch. I could hardly wait for him to get through. I had \$400 in my pocket. I wanted to give that and borrow more to give. You could see greenbacks in every eye.

"But instead of passing the plate then, he kept on talking and talking and talking, and as he talked it grew hotter and hotter and hotter, and we grew sleeper and sleeper. My enthusiasm went down, down, down, \$100 at a clip, until finally when the plate

did come around I stole ten cents out of it."

(Lest we incite our readers to crime we hasten to "pass the hat").—*Good Impressions.*



**George Roos of the
Pittsburgh Office**

We asked George to pose for a "pitcher" just like he looked when he was out on the road, so he said, "Gee whiz! Where's a grip?" We dug up a real model case and snapped him. After it was all over we found him try-

ing to put the things back in the case and he explained that he had emptied it, because if it had been loaded, he "would have looked lop-sided". And yet they say the ladies only are vain! Ye gods!!

St. Louis High Men

March 9, 1918

Three High Men in Volume of Business Week Ending March 9, 1918.

C. G. JOPLIN
W. F. McKILLOP
S. C. PRICE

Three High Men in Number of Sales of Lubricating Outfits Week Ending March 9, 1918.

W. F. McKILLOP
H. G. STEINEL
C. H. PRIDEY

Three High Men in Volume of Business Year to Date.

T. H. MOSELEY
C. H. PRIDEY
W. F. McKILLOP

Three High Men in Number of Sales of Lubricating Outfits Year To Date.

C. H. PRIDEY
E. B. YOUNG
J. D. OLMES

Some Stimulator

Mr. Mann, Manager of the Albany office, advises that it is small wonder S. T. Roberts has been a big producer. Just to keep from getting writer's cramp from writing orders he goes out and "gets" a new typewriter. "Corona" is her name. We are advised "she" has stuck right by "Stanley" during these cold trips through the Adirondacks while he was pursuing elusive customers.

Just to show that "they" made some team, he walks into the Albany office the other day with orders that will probably total around 40 points.

The sympathy of all in the Bowser organization who have the pleasure of knowing Mr. R. S. Gilchrist, of the Toronto Office, goes out to him because of the death of his sister, which occurred February 15th in Toronto.

Optimism

A Sales Letter from C. C. Barnet, Manager Denver Office, to His Men

Sometimes you meet a prospect who is downright blue, which he did not catch from you. Nevertheless, it is up to you to separate him from such mental stew. Southwestern Texas has been hard hit for the past fifteen months with an uninterrupted draught. The following lines written by a citizen of that section are well worth bearing in mind when you "meet up" with anyone who has not one-tenth the reason for pessimism as have these Southwestern Texas fellows, who are showing so much optimism under most trying circumstances:

"While our Western skies are rainless,
While the weather has been shameless,
We, ourselves, are wholly blameless—
Hear us, MEN!

While the drought is still about us,
While the weather gods all flout us,
We will pull through—never doubt us—
Yes, sir—WHEN?

Let the rains commence to falling,
Let us quit this food stuff hauling,
Let the cattle stop their bawling,
Betcha—THEN!

Then—rich grasses you'll see growing,
Then—great rivers you'll see flowing,
Then warm zephyrs you'll see blowing—
O'er the plains.

Then—the flowers will be blooming,
Irrigation ditches fluming,
And the cattle markets booming,
Which explains—

You'll hear the birds all singing,
Cows and heifers will be springing
And the sheep twin lambs-a-bringing—
Ranch refrains.

Then the fields will all be greening,
Then the hens will all be preening,
And the farmers will be gleaming
Golden grains—

Then we'll all be in the clover,
Not a man will be a rover,
When the long, long drought is over"

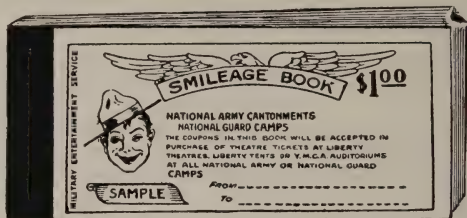
WHEN IT RAINS.

A letter was recently sent to a Frenchman by the Toronto Office asking him to pay his account and read in part as follows: "We are surprised that you have not given this matter attention." His reply, which has the characteristic French humor, read in part: "Gentlemen:—Do not be surprised. I am enclosing herewith my check."

Well, we don't know what you'll say but we believe that H. E. Conn, of the Fort Wayne office, has produced a "perfect day." Listen while we read his own words.

"Left Muncie this morning (Saturday) at 4:50 and the following towns at the time given after: Winchester, 6:29; Ridgeville, 8:04; drove from Powers to Redkey; left Red-

Send Your Soldier a "Smileage" Book



Here's a royal gift for soldiers in training camps. A "Smileage Book" of tickets to "Liberty Theatre" entertainments.

Splendid attractions—top-notch vaudeville acts, concerts, lectures, motion pictures, etc., etc. Under government supervision. Clean wholesome entertainment—laughter and fun galore. Your soldier will be delighted to receive a "Smileage Book."

Don't fail to send him one.

Facts About Smileage Books

1. Smileage Books are books containing coupons entitling a soldier to admission to any entertainment held in Liberty Theatres, Liberty Tents, etc., National Army Cantonments and National Guard Camps in U.S.A.
2. Smileage Books are issued by Military Entertainment Committee, under supervision of War Department.
3. Smileage Books containing 20 coupons cost \$1 each. Smileage Books containing 100 coupons cost \$5.00 each. The price of entertainments range from five to twenty-five cents.
4. Smileage Books are for use in Liberty Entertainments in National Army Cantonments and National Guard Camps only. They do not apply to naval training stations or other camps.
5. Smileage Books are on sale by local Smileage Committees everywhere throughout the country.
6. There is space on each book for name of soldier and name of person sending book. Smileage Books are transferrable to soldiers in Uniform. They can be used by civilians only when accompanied by a soldier.
7. Sixteen theatres have been built. Chautauqua tents erected. A complete schedule of entertainment arranged.
8. Smileage Books are needed for our millions of soldiers. Buy yours today—send it at once to your soldier.

key, 12:30 P. M.; Marion, 2:45; Herbst, 4:46; Marion, 7:39; arriving home at 9:00, perfectly satisfied to call it a day."

Conn made it a real, honest-to-goodness perfect day, by making three sales—one for a handsome gasoline equipment, one for lubricating oil, and one for a Cut 10.



F. C. W. O.



In considering F. C. W. O. business it is quite important that we, as salesmen, be convinced of its advantages.

This is a matter which requires the greatest amount of tact for handling, not that it is a device with which to take advantage of a customer, but because the average person has been so unaccustomed to doing business on this basis that he is "gun shy" at first.

The most common reply when the matter is broached to him is, "Why, many firms give me that discount in thirty days." Whether this is his complaint or not, we must remember that every business has its own terms; grocers sell on one basis, dry goods merchants another, milliners and druggists still another.

The F. C. W. O. terms are advantageous to every Bowser buyer. It gives him an additional 3 per cent. for his money between the time his order is placed and the goods received. No time is wasted in the Home Office giving credits. With immediate shipments which are possible at this time, no trouble should be experienced in selling on these terms.

We have asked several salesmen for their methods in handling the matter of F. C. W. O. and from their replies we are firmly convinced that it requires a great amount of tact, for many an order has been lost when a salesman attempted to get a F. C. W. O. check—not that it is not perfectly legitimate, but because it is so at variance with their customary way of doing

business that they resent, what they believe is an imputation upon their characters.

Mr. D. W. O'Brien of St. Louis, has been very successful in getting F. C. W. O. and states that after writing up the order in consideration of check with the order he will receive five per cent. discount and if the customer remonstrates that he is not accustomed to paying cash before he gets his goods, is reminded that we are not questioning his credit, but are extending to him a consideration for the use of his money. "It is not a matter of compulsion that he send his check," O'Brien makes him see, "but to his own advantage."

Mr. W. O. Billings of Washington believes "the first consideration in getting F. C. W. O. is to call and present these arguments to a class of business people who are broad enough and big enough to see and appreciate the saving when shown to them" and we believe this is true, but we must not overlook the fact that many merchants measure up to these financial standards who have apparently limited credit ratings.

C. R. Eggleston of Albany, President of the Pacemakers' Club in 1916 and Director of his District in 1917, and a "Six-year" man, simply puts it up to the merchants as a good business proposition, telling them frankly that it is a material saving in clerical work in the Bowser factory and in every way expedites the handling of orders and the shipping of goods, and that we can, therefore, afford to

extend it. Mr. Eggleston believes it good policy to bring out the F. C. W. O. phase of the sale coincidentally with the writing of the order, *for it is not a discount, it is a term of sale.* He makes it very explicit.

Mr. J. J. Mack of the Pittsburgh District believes this should be entirely a matter of the salesman's own common sense and judgment of the customer's standing in his community. Nine times out of ten, customers will intimate in some way that they can pay cash. Consequently, he never loses a chance to make his arguments lead back to the 5 per cent. if the check goes in with the order. He says, "Many of them will say, 'I will pay cash when goods arrive and why should I let Bowser use my money ninety days before I receive any value for it?' Mr. Mack then shows them that inasmuch as Bowser virtually pays 3 per cent. for the use of their money for the short time necessary for them to receive their money's value, it stands to reason that in every way they are the gainers and not the Bowser Company. In case Mr. Mack goes to the bank to have a check certified, he believes it wise to tell the merchant he is going to do it. He is open and above board about the whole transaction.

Mr. W. P. Shepherd of Tri-State, an old timer with the Bowser organization, a five-year man, in the Pacemaker Club of 1917, believes in coming right out flat with all his ammunition, for he says:

"I firmly believe if I attempted to sidestep the price or evade it in any way when the customer asks it, I would create suspicion in his mind that my price is so high that I am afraid to tell him. Therefore, I am perfectly frank with him, answer his questions promptly and not in an undertone as though I am afraid of his jumping all over me. He gets my terms in as matter-of-fact a

way as I can give them to him and I do not make any attempt to have him mistake them.

"Sometimes they ask me, 'Do you mean to say that I have to give you cash in advance?'" Then, as though I did not suspect they were mad about it, I say, 'No, I didn't say you had to pay cash. You asked me my terms and I gave them to you. There are various ways you can buy these goods; let us see which is the best way to buy goods. You can buy these goods and take two per cent from the amount in ten days from date of invoice. Now, the probabilities are that you have the money lying in the bank to pay for this equipment, or you would not consider buying on short terms, and the money may not be earning you anything. Therefore, by accepting the cash with order terms your money earns three per cent per month or thirty-six per cent per year.

"How did you figure that?"

"Well, you get 2 per cent if you pay in ten days and you get 5 per cent by paying cash with order. There is a difference of 3 per cent. If you discount this same amount every thirty days for twelve months your money earns thirty-six per cent a year. You cannot beat it. No way you can invest your money will earn as much for you as taking advantage of cash discounts."

"There is one thing I do when a customer says that no other concerns ask him to pay cash. I go right back at him and say, 'Are you doing business with any two concerns that have the same terms, and there is no one who can prohibit us from giving you an extra three per cent for cash with order. Mr. Customer, you are doing business today with concerns to whom you would be glad to pay cash if they would give an extra three per cent for it.' They usually admit it.

"Usually I have copies of orders taken on these terms from

merchants in his vicinity and these have a tendency to take some of the kick out of him.

"But I positively have never lost an order that I can recall because I stated my F.C.W.O. terms. It is my opinion that an excuse such as objecting to F.C.W.O. is only a bluff and the customer would not have bought anyway."

Oh, That Cup!

H. W. Brown, Manager of Memphis District, never allows his "Memphis Hustlers" to overlook the Cup possibilities. Just to keep their eyes fixed on the goal, he says:

"I believe every man in the organization would like to see the CUP come to Memphis. I am disappointed if any man lacks such ambition. We can have it if we want it bad enough. Go after it and keep going. Past experience has shown that the best time to win a Cup is the first three months of the year. Get to the top and stay there. Just as 'the early birds gets the worm,' so does the early organization get the CUP."

The Denver Daring Doers, under the direction of their manager, Charles C. Barnet, are right out after the Shining Cup—the mark of Superlative Managership.

Optimism? Well, I guess! They are so "sot" on taking the Cup to Denver that they are working 28 hours a day. Then, too, Charles wants to make it "Every man a Pacemaker in 1918."

Ft. Wayne's "Ten High"

March 5, 1918

1. W. C. SUTTON
2. J. T. PRIDE, JR.
3. W. A. ARMSTRONG
4. PHILIP CARLTON
5. R. J. GOODMAN
6. CARVER WOOD
7. C. A. MATHISON
8. F. P. BRANDT
9. J. W. CARLTON
10. J. B. HAGAMAN

Denver Daring Doers

March 1, 1918

YEARLY VOLUME

1. R. CODDINGTON
2. R. W. JEWEL
3. H. U. EARLE
4. F. W. SWERER
5. J. H. WILSON
6. R. F. ERWIN
7. F. H. KILVER
8. C. I. BENFORD
9. J. F. VONDEREMBSE
10. W. V. CRANDALL

MONTHLY QUOTA PERCENTAGE

- H. U. EARLEE
- F. W. SWERER
- J. H. WILSON
- F. H. KILVER
- R. CODDINGTON
- R. W. JEWEL
- R. E. ERWIN
- C. I. BENFORD
- J. F. VONDEREMBSE
- W. V. CRANDALL



Mr. E. J. Little Manager New York Office, III

Just as we are about to go to press, we are advised of the serious illness of Mr. Little. He was taken suddenly ill in New York on February 28th, and after a consultation of physicians he was hurried to the Presbyterian Hospital in New York City for an operation.

After the operation Mr. Little's life was despaired of for several days, but reports coming from his bedside today (March 8th) indicate that he is well on the way out of danger.

We know we voice the sentiments of the Bowser organization when we hope for his early and permanent recovery.

BOWSER
BOOMER

PUBLISHED SEMI-MONTHLY BY
S. F. BOWSER & CO., Inc.

Fort Wayne, Indiana

Manufacturers of Oil and Gasoline
Storage Equipment

H. J. BRADSHAW, Editor

THE BOWSER BOOMER IS THE MAGAZINE
OF THE BOWSER SALESMEN
OF THE WORLD

It is published in their interests and its view-
point reflects their aims, activities and ideals.

Every salesman is entitled to a copy.
News items, photographs, sales arguments
from all are welcome.

Vol XVII MARCH 15, 1918 No. 6

Some may think they can reach the top without much effort, but should not kid themselves. We get only what we earn.

Mr. S. F. Bowser, President and active Directing Head of this big institution, "got there" as he has often said, "by work"—good intelligent work, careful analysis, sober living. So keep this in mind all the time!

Our new office building is rapidly approaching completion and as Mr. Bechtel, our General Manager, strolled through its commodious new quarters he remarked we would soon be occupying them.

We are going to reserve our description of the new building until a later issue, when we will give a complete history of its conception and construction, its wonderful completeness and its beauty.

Mr. Bechtel remarked that there was not a more complete nor perfect building in point of construction to be found in the United States. Every convenience for safety and comfort is to be found in it and—well, we said we would wait, so we will!!

Good Roads

*Their Close Relationship to
Good Business.*

Were it not for the development of the automobile, the government might at this time find itself seriously inconvenienced by a lack of transportation facilities.

With railroad congestion the worst in the history of the country, caused not only by lack of equipment and severe weather, but by inadequate storage facilities at the Eastern terminals, the traffic in some communities would be a negligible quantity, and because of this condition much inconvenience, if not actual suffering, would result.

Many have looked upon great movements, like the establishment of the Lincoln Highway and other transcontinental roads, as designed to meet the needs of some fortunate people who have the money, time and desire to cross the continent, instead of looking upon it as a means of communication between communities closely associated with each other.

The old fable of every man living unto himself is exploded as it has been proven conclusively that we all live unto "each other" and the community which feels it will suffer because another close by is accessible, had better awaken to the necessity of striving to make its own community the most desirable place in which to live, work and shop.

Were it not that for years a "handful" of people were devoting their time and money to this great enterprise of establishing great "trunk" highways, we would at this time be seriously embarrassed.

It behooves every Bowser Salesman to be or become a booster for good roads. It might at first blush seem as though this

were a selfish motive. Well, let's admit it is, if this will avoid any argument, but far above any selfish gain, there is a larger duty to the community and to the country in general.

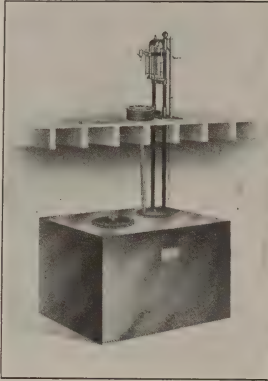
There is too large a number of people who are apathetic concerning matters of this kind, too many who are willing to let someone else do the work, who can sit back and find fault and offer no constructive ideas. This sort of people is not necessarily malicious by nature. They simply haven't "seen the light"; they aren't sold on the matter; and many times they are not sold because their experiences do not carry them beyond the bounds of their own communities. Their outlook is narrow; their ideals are cramped and warped and what they really need is the big idea of a wide-awake mind more than they deserve condemnation.

As a matter of fact it does no good to condemn a man who is narrow, or bigoted, or selfish. What he needs is a great big gob of unselfishness, liberality and progressiveness handed to him, for he is the *victim* of a false education and will respond just as positively to the stimulation of a Right Ideal.

Our duty towards our communities is plain. If we see the *light* we can carry it to others.

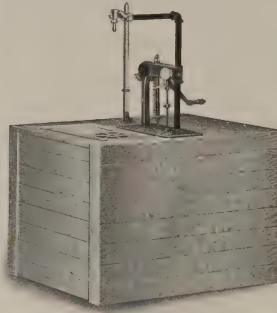
Oh, Boy! What a day this is—the 5th of March at 1:20 in the afternoon. (We are giving the exact time so we can duck if the weather is bad, and cold, and drizzly and blustery where you are, "deer Reader".) So pick up your li'l grip and go after 'em. Gee! what a stimulator a Spring day is!!! Oh, you sunshine!! Oh, you gentle breeze!! etc. Pep? Pep??? Pep!!! Well, I guess.

KEROSENE Count in



Cut 1

Here is illustrated an outfit with the pump on the store floor and tank in the basement below. Note that tank can be filled either through the drip pan or through the man-hole in the tank. A float gauge is provided to show at all times the contents of the tank.



Cut 305

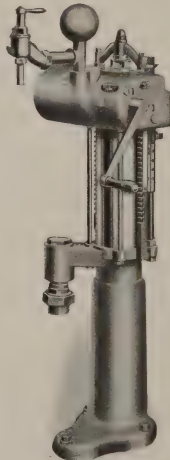
A type "A" tank with a half-gallon pump, discharge and float gauge. Sold in two, three, four, and five barrel capacity tanks.

BOWSER



Cut 301

This is an inexpensive outfit, having a half-gallon pump, delivering oil by use of a "quadrant" engaging the cog rack. A discharge register and float gauge are provided. Furnished in one and two barrel capacities. The cellar outfit similar to Cut 306 is known as Cut 303.



Cut 106

A long-distance quick-return pump, especially adapted to "hard" work. Will handle equally well paint oils, gasoline or lubricating oil. When used for kerosene the order must so state. A type "A", "B" or "C" tank must be used.

The Kerosene C



HAVE you analyzed the situation? Will you sell more kerosene in your city or working out of the city? It will be helpful.

The shortage of steel is so much trouble getting material that there is a decided scarcity of steel.

The oil companies are drums and demanding immediate action which we have heard, are ready to have underground storage tanks.

Transportation facilities are a large portion of one state's kerosene shortage.

The coal situation due to the lack of terminal facilities, is causing a shortage of coal, inducing a merchant to increase his capacity to tide him over until the coal shortage arises. Every community must anticipate the possibilities of a coal shortage previously mentioned who are responsible communities.

NEVER, NEVER has it been so difficult to find the up-to-date, progress of the kerosene situation.

Find the up-to-date, progress of the kerosene situation and see that he is enlightened upon the kerosene situation. When a shortage of kerosene is experienced by every dealer.

DISTRICT OFFICE STANDARDS

- | | |
|---------------|-----------------|
| 1. Dallas | 5. Philadelphia |
| 2. Memphis | 6. Chicago |
| 3. Tri-State | 7. Atlanta |
| 4. Washington | 8. St. Louis |



the kerosene investment value of the kerosene barrel when the kerosene barrel is sold.

Which KEROSENE CONTEST

st is on its Way

as which should make YOU
nt? Whether you are in a
rritory, the following will

t oil companies are having
the manufacture of drums
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much higher charges for
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supply dealers who do not

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dedly inconvenienced by a

ack of cars, food shortage
t, freight congestion due to
substantial arguments for
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business man in every locality
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it is too late.

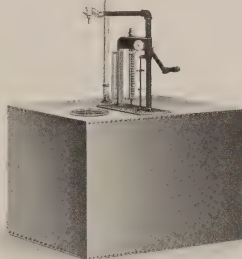
N KEROSENE CONTEST

- | | |
|---------------|-----------------|
| Fort Wayne | 13. Minneapolis |
| Denver | 14. Toronto |
| Pittsburg | 15. Albany |
| San Francisco | 16. New York |

Cut 63

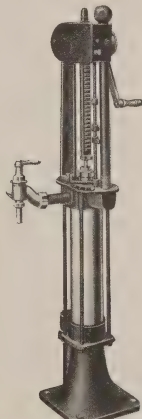
and an "old friend" introduced into
line. A most substantial equip-
14 gauge steel and a life-time

for Kerosene the order must so
one, two, three, four, and five
with a quart pump standard.
on pump is required a charge of
ade.



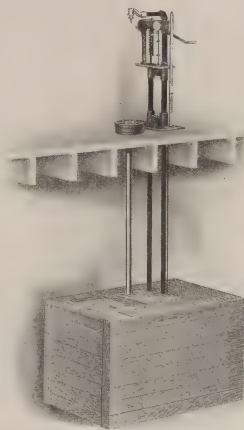
Cut 19

The "Old Reliable" with a gallon pump and either type "A" or type "B" tank. Is equipped with a computer, discharge register, float gauge—supplied in two, three, four, or five barrel tanks. An ideal equipment and a handsome fixture for any store. All the details of Cut 1 apply to this equipment.



Cut 41

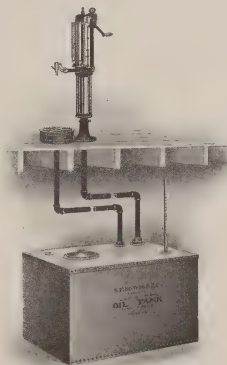
Where space is at a premium and a tank can be buried outside the building, the Cut 41 pump makes an ideal fixture. Can be locked if desired. When furnished for Kerosene, the order must so state, for a black pump is furnished. A type "A", "B", or "C" tank must be furnished for a Cut 41 pump.



Cut 306

This is the cellar outfit of Cut 305 while it is filled in the same manner as Cut 1.

BOWSER



Cut 15

Note that this outfit is a cut 41 pump adapted to a special cellar type "B" tank for Kerosene. All piping in the installation is an extra charge. Note that the tank can be "offset" as desired.

The Joys of Being a Traveling Man

(L. P. MURRAY)

(Written for THE BOOMER)

The spirit moves me to make a few comments on the joys of a traveling man. Every few weeks someone from the office or factory expresses a desire to be quit of the drudgery and inconveniences of a well-ordered, comfortable life at home to enter into the care-free, lightsome existence of a commercial tourist.

It almost makes me weep in the poignancy of my grief for their unhappy lot when I remember them all at home today. There they are, routed out of their downy couches at 9:30 a. m. for breakfast WITH THEIR FAMILIES, then the dreary grind of church, a home-cooked dinner of roast chicken, broiled mushrooms, ice cream and other Hooverized hardships—a drive and visit with friends, and so the dismal round continues until at the close of the dark unending day, with nothing else to do, they perforce retire to spotless linen with nothing better than a choice hair mattress on which to rest their weary frames.

Consider now the peaceful life of the happy traveler, myself to-day, for instance, with a day of sightseeing before me. No occasion to rise to change cars until 6:00 a. m. and only eleven other men trying to shave and "ablute" in the six-by-eight dressing room. This treat having been enjoyed to the hilt, comes now a brass-trimmed Ethiopian armed with the stub of a whisk broom with which he deftly extracts the results of yesterday's thrift. This operation successfully negotiated, I find myself out in the nice cold rain, but welcomed to the arms of a red-capped Turk, who carries my bags twelve feet to another palace on wheels whilst he garners the moiety of my savings over-

looked by the dusky highwayman from whom I so lately escaped.

With what bliss I find myself "encompassed round about" with a host of grinning nubions anxious to serve and please (themselves) and with what inexpressible delight I view the old familiar dining car menu—unchanged since first I met it thirty years ago, except that the erstwhile modest numerals with which it is adorned have grown to impressive proportions.

How dear to my heart are the scenes of my childhood!!

Turning my thoughts from such joys lest too much prove fatal, I begin the serious business of a tourist, *i. e.*, sightseeing.

We are passing through a wonderful country, most marvelous because exactly like every other place—so restful since there is nothing new to excite one. A lovely drab, soggy landscape, all littered with tumbled-down shacks, rundown fences, rubbish, mules and yellow hounds, and intersected by beautiful, undulating mushy clay highways.

The air in our coach was installed by the Pullman Company when the car left the shops fifteen years ago and is warm, rich and spicy, redolent of "millions who before us passed this door of darkness through" and doubtless in this very atmosphere "ate, drank, loved, laughed and lived, and liked life well". Who am I, that I should rail at what has satisfied others for lo, these many years?

Our "flyer" is a most obliging one and stops at the slightest suggestion, requiring little or no provocation to linger lovingly at each "village of the plain", where to judge by appearances the swain though not a laboring one is cheered by health if not by plenty. At each stop we see the

standing platform all cluttered up with natives in their Sunday best, hands in pockets in an attitude of perfect rest, with sagging jaw, "standing at gaze like Joshua's moon in Ajalon". My impulse is to alight and deal out a few swift kicks, out of curiosity to see if there is an emotion in the crowd, but with more wisdom than some give me credit for, I restrain myself.

With these few more or less well-chosen words, and more would be a redundancy, an attempt to "gild the lily" I hope I will awaken in other bosoms seething with adventurous spirit a desire to leave a life of "false delights and woes that are not false" and that their spirits will "leap before them, in among the marts of men; men, my brothers, men the workers ever reaping something new. That which they have done but earnest of that they shall do".

Yours wearily, at the end of a perfect day, L. P. MURRAY.

P. S.:—Just saw the cutest little pickaninny standing in the doorway of a cabin, wearing a happy smile, and not much else, waving its little black hands at the train. Life is pleasant, full of wonders. The sun is breaking through the clouds. It's good to be alive.

L. P. M.

New York's High Five

March 2, 1918

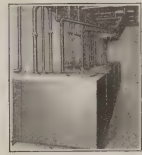
1. G. W. SCOTT
2. F. H. PEEPLES
3. H. F. BABBITT
4. F. J. LIBBEY
5. H. DALGAARD

Mr. C. H. King, a 1917 Pacemaker, is making rapid strides toward the 1918 Pacemaker Goal.

Mr. King is one of Mr. Deming's Satellites in Western Canada and has "seen the light" on Lubricating business, as was attested by his record in 1917. Mr. King was one of the fortunate salesmen in the Toronto district who won a prize for the sale of this class of equipment.



How V. P. Bennett of the Tri-State Office Sells the Paint Oil Line.



Mr. Bennett has been very successful in selling the Paint Oil line and, in response to our request for his methods, he has submitted the plan he follows. We believe his points are well taken.

He speaks of the reduction in fire insurance rates. This is a matter which should be handled with great care for, in many localities, there is no reduction in rate because of the installation of proper equipment. There are sufficient reasons, however, aside from this to induce a thoughtful merchant to invest. — *Editor's Note.*

This is a line that one is very liable to overlook as some dealers think they do not use enough paint oils to warrant using equipment to store it properly, but every dealer who handles linseed oil, turpentine, benzine or naphtha is a prospect and should store it in a Bowser Cut 109 or 115 or 41 to prevent over-measure, spilling and hazard to his property and stock by fire.

In every improperly equipped oil room you will find oil-soaked floors, caused by oil being drawn through a common faucet or stored in a common tin tank. It is impossible to stop the flow into the measure when one desires. The measure often overruns, spills oil on the floor, and the dealer or his clerk (usually in a hurry) picks up the first rag he finds to wipe off his customer's can before handing it to him. He drops the rag, expecting to come back and destroy it, but forgets and it gets pushed back into a corner and the next thing



he knows spontaneous combustion takes place and he has a fire and loses all his property and stock. It is almost impossible to put out a fire that starts around the oil room and I lay great stress on the hazard of one poorly equipped.

When I call on a hardware or paint store, I first find out if the dealer sells many of the painters, and if he says he does I know he sells a lot of linseed oil, turpentine, benzine, and naphtha and I immediately show him our Cut 109 and 115 and explain to him how clean one can keep one's oil room by storing the oils in this manner. Believe me, they are all interested in this for they know the oil room is the dirtiest place in the store, and they know the danger of fire. I explain to them how linseed oil is one of the worst oils there is to cause spontaneous combustion and also that when the inspector for the National Board of Fire Underwriters comes around to inspect his property (*see editorial note*), he will probable charge him an excessive rate on his insurance if he handles these oils through a faucet or the ordinary tin tank such as most of them do, so he is paying for a Bowser and not getting it. The insurance men do not always tell them they should store their oils in a Bowser stor-

age system to get a cheaper rate on their insurance; they simply charge a higher rate, which could be saved by having a battery system of our Cut 109 or 115 outfits.

I explain to them that because of the extra high price of linseed oil, now \$1.30 per gallon, and turpentine at \$1.00 per gallon, he can not afford to waste these oils in giving over measure to his customer, and I tell him how in handling these oils through the half-gallon or gallon tin measure, he or his clerk will easily give 5 to 8 ounces over measure on every gallon he sells, which would mean on a 50-gallon barrel 5 gallons lost, a loss to him in dollars and cents of \$5.20 on a barrel. This loss is entirely eliminated by the use of a Bowser measuring pump. This I demonstrate to him by the use of my model.

I use this same argument all the way through on lubricating oils and kerosene. When I get a man this far along, he begins to sit up and take notice and if he is a business man I have him sold, although it may take several trips to get him worked up to this point.

C. R. McFadden, of the San Francisco Office, says: "It sure pays to work on Saturday" for on Saturday (mark the day), Feb. 2nd, he made two calls and got a "bullseye" each time—one a teeny-weeny order for a length of hose and one for a dry cleaning equipment.

We surmise this stearn was due to the fact Mr. McFadden was married recently. He has to work for two now. Congratulations!

Important Changes in the Home Office E. D. Eggimann Made Assistant to Mr. W. G. Zahrt



MR. E. D. EGGIMANN

Mr. E. D. Eggimann, whose signature as head of the Collection Department is well known to every Bowser salesman, has been advanced to the position of assistant to Mr. W. G. Zahrt, our genial Assistant General Manager and Treasurer.

Mr. Eggimann is one of the old timers in the Bowser organization. He came to us in 1898 as a clerk in the office, was later made shipping and billing clerk and was then made assistant bookkeeper. His next advancement was to assistant of Mr. S. B. Bechtel, our General Manager, who was at that time head of the Collection Department. At that time Mr. Bechtel reorganized our Collection Department along the lines which have made it such a prosperous and satisfactory part of our affairs, and, when Mr. Bechtel was advanced to Executive work, Mr. Eggimann, as his right-hand man, was the person considered most able to pick up the reins and carry forward the plans under way.

Under Mr. Eggimann's directions, the Collection affairs of

the Bowser Company have been in a most satisfactory condition.

Mr. Eggimann brings to his new work as assistant to Mr. Zahrt a world of experience in Bowser matters and, because of his knowledge, will be of enormous assistance to Mr. Zahrt. We think Mr. Zahrt is to be congratulated upon his most recent "acquisition".

Mr. D. M. Vesey Made Manager of Collection Department

The responsibilities of the Collection Department have been passed to the able shoulders of Mr. D. M. Vesey. Mr. Vesey is a member of the legal department of the Bowser Company and has for the past few months devoted considerable attention to collection matters.

Mr. Vesey is a son of Judge W. J. Vesey of Fort Wayne and was a member of the State Legislature during the last term. He brings to his new work as head of the Collection Department a great deal of experience in col-

lection matters and, because of his close association with Mr. Zahrt, who as Treasurer has executive jurisdiction over collection matters, is particularly qualified to become Mr. Eggimann's successor.

Mr. Vesey is a most enjoyable young man to know and has the confidence of all in the organization.



MR. D. M. VESEY

Service

There's Eye and Hand service—just seeing and doing your work automatically.

There's Head and Eye and Hand service—just doing your work thoughtfully, understanding the task you see before you, and doing it according to the dictates of your brain.

Then there's Heart, Head, Eye and Hand service. And that's *SERVICE* because it's "soul stuff"—the thing which springs from the deepest wells of human inspiration and mental earnestness.



Lubricating Oil Sales



There are many angles from which the sale of lubricating oil storage equipment can be approached.

The advantages of Bowser equipment fall into two main divisions: 1st, the increased profit to the merchant by using self-measuring equipment, and, 2d, cleanliness and convenience. We find one salesman will sell equipment from one of these big classifications and one will sell from the other.

It goes without saying that they are hopelessly dependent—one upon the other—for we cannot have cleanliness and convenience without additional profit, and vice versa; no profit can be realized by using slipshod methods. So it's fifty-fifty as to which is the most desirable method to use.

In order that we may have a concrete example of some real saleswork, we have written to a few salesmen who have done good saleswork in this class of equipment, asking them to tell us how they did it. We might have written to many more men who have been producers and probably would have gotten many fine arguments, but we believe the few we are using will give us a clear idea of the possibilities and bring into the experience of all greater returns from the sale of this class of equipment.

Our space does not permit our using *verbatim* the letters we have received. We will only use extracts from the letters with our own remarks.

After introducing himself, Mr. A. E. Darling, sales agent under the St. Louis office, goes right into the matter by saying:

"I have a system that handles your oil in the most profitable manner, eliminating loss from leakage, spillage and overmeasurement and you can serve your customer in just one-fourth the time it took you by the old-style method."

He then explains the 63 and 64 as follows:

"The tank has any capacity you desire. The gauge stick shows you the number of gallons in your tank, and as you transfer the oil from your barrels into your tank, you check the oil in and see that you get the number of gallons you buy. When the pump is not in use, the drip tube is closed, keeping the velvet in the oil and the dirt and dust out. This equipment discharges your oil in pre-determined quantities of quarts, pints and half pints. When the pump is in use, the drip tube is tipped back and oil spilled is returned to storage through the drip pan, which is covered by an iron grating and a mesh screen which keeps out all sediment from the oil.

"The cylinder is made of seamless brass tubing and the parts are perfectly machined and fitted, the parts of the pump being finished in black enamel with all bright parts nicked. When the pump stops working there is no dripping nor leaking."

He then points out the floor space saved by using Bowser

equipment, explaining that an ordinary tank of fifty gallons will require $6\frac{1}{2}$ square feet of actual floor space, while a Cut 63, holding 65 gallons, occupies only four square feet, and with 120 gallons' capacity, a floor space of only 8 square feet is necessary.

Mr. Darling is a firm believer in the use of the model. Concerning its use, he says:

"Demonstrate by using graduated measure, considering your model a quart, pint and half-pint instead of a gallon, half-gallon and quart stroke, as in a kerosene demonstration, drawing quarts several times, then proving that it is accurate by drawing two pints for a quart several times, then drawing half-pints, showing that four half-pints make exactly the same quart. Your model must be in perfect working order. The customers will probably state about this time that they have measures for the same purpose. Tell them that their quart measures cost them about twenty-five cents and no dealer can expect anything made in large numbers as measures are made to be absolutely accurate. The Sealer of Weights and Measures will not use them and uses instead for testing their measures a large bottom measure with a one-inch diameter top.

He says he has found the multiplicity of small sales an excellent argument, emphasizing by the number of sales the great possibility of loss in material. As a matter of fact, oil should be handled with more care than gasoline, for a loss of material is a much larger loss where the profit is greater.

Mr. J. S. Lewis of the Dallas Office, a Pacemaker in 1917 and one who has done very fine work in the sale of lubricating oil storage, has given us a brief outline of his methods. He says:

"It is, of course, necessary to get some information as to your

prospect's business in this line, as well as all others, before you can intelligently enter upon a sales talk. I shall take as my prospective buyer a garage man who is operating a gasoline filling station, and is selling about 100 gallons of gasoline per day, and who dispenses his oil with a faucet from a barrel located in the back of his building is usually the case.

"When he says his lubricating business is not very good, I say to him, 'There is normally consumed about one-half gallon of lubricating oil to fifteen gallons of gasoline. This should give you at least one and one-half barrels of lubricating oil per month. You are not getting your share of the lubricating business and that is the "cream" of the filling station business. You make 2c per gallon on gasoline and 35c per gallon on lubricating oil. If you were selling your rightful proportion of oil, it would be three barrels per month instead of two. This would pay you on the basis of fifty gallons to the barrel at 35c per gallon—profit of \$47.50 per month on your lubricating oil business.

1500 gallons of Gas cost you,
@ 24c per gallon.....\$360.00
\$360.00 investment and \$30
profit—percentage of profit 8½%
75 gallons of Lub., @ 45c.... 33.75
75 gallons of Lub. give a
profit of 26.25
Percentage of profit..... 70%

so the lubricating oil is the most important, is it not?

"That is, of course, if you make this profit; but if you have no correct way to gauge the oil you buy and measure it and waste it in overmeasure, you don't know what your profit is.

"You have spent over \$300.00 for a gasoline outfit to handle your gasoline correctly and you have placed it out on the curb to have it convenient and to advertise the fact that you sell gasoline. Yet you take your lubricating oil and put it back there

where no one else sees it and no one buys it except when necessity forces one to do so.

"It is the best-paying part of your business; yet you treat it like a dog—give it no show whatever. Is this good business?

"Now I am going to show you the Bowser way of handling lubricating oil and the way that gives your business a chance.

"I have stood in front of garages equipped as yours and have seen as many as a dozen cars drive up and get gas while lubricating oil was never mentioned, either by the buyer nor seller.

"It is safe to bet that if a Cut 154 lubricating tank stood there by your gasoline pump, you would sell at least six quarts to your twelve buyers of gasoline.

"If you mention lubricating oil to the autoist (who is always in a rush to be moving and "burning gas") and he remembers he needs some, you must go back in the garage and draw the oil out of a faucet after you have spent some time looking up a measure and funnel, which will take from five to fifteen minutes as the case may be, and if he knows he can run until tomorrow without lubricating oil, he won't wait. 'No, I'll get it tomorrow,' and tomorrow he stops by the garage that has a Bowser Cut 154 out in front, buys his lubricating oil and you have lost the sale forever."

Note—Remember a Cut 63 or a Cut 52B should not be sold for use on the curbstone.

Memphis "Big Six"

Feb. 25, 1918

1. H. T. EGGLESTON
2. R. W. MAXEY
3. P. C. STUBBLEFIELD
4. J. L. STENHUIS
5. E. S. STETZEL
6. C. GROVES

WANTED: Kerosene, Paint Oil, and Cooking Oil Orders. Address Memphis Office, 1118 Exchange Bldg.



It seems that Nate Ring of the Albany District has been urged time and again to purchase a phonograph for the entertainment of his family and friends. So to avoid embarrassment if not to produce harmony, he rigs up an apparatus which can be more easily understood from the cut above than from any description we might give.

It might be well to advise the reader that the song being sung is one of Ring's favorites.

Minneapolis High Five

March 2, 1918

1. M. C. BENHAM
2. J. R. O'MALLEY
3. J. C. WARD
4. JAMES WARD
5. H. A. STITZEL

Business Men

"Business men only."—You're business men, every one of you. By your efforts you have built the fabric of the Bowser industry. Through your efforts have we been able to achieve bigger and better things—and to grow into a concern of which you all may be justly proud.

A. W. DORSCH, Manager,
Fort Wayne District.

Tri-State "Quota Getters"

March 4, 1918

"Jack" Burrows, Manager of Tri-State, has assigned to each salesman a weekly quota, and we are giving him those who attained the honor last week and the number of times they have "repeated."

QUOTA GETTERS, MARCH 4, '18

Salesmen	Repeats
1. R. B. COLLINS.....	1
2. C. L. HUFFMAN.....	
3. F. C. RICE.....	4
4. A. J. BEVERLIN.....	1
5. R. L. DUNCAN.....	2
6. A. C. VAN AUKE.....	1
7. V. P. BENNETT.....	1

Mr. Carver Wood of the Fort Wayne Office dropped into our department today and we enjoyed every moment of his visit.

We enjoyed it, first, because Mr. Wood is a most affable gentleman. We enjoyed it intellectually because Mr. Wood stirred us to the contemplation of the technical side of our own business.

He made us stop and wonder how much we really did know about matters closely related to our own business—the oils, for instance.

How many of us really know what we are talking about when "Dryers" or "Substitute Turpentine" or "Cylinder Oils" are mentioned? How many of us know why certain materials, those mentioned as well as others, should be stored in tanks of definite construction?

We were interested to listen to our visitor, for he brought to mind the necessity of our spending time outside working hours poring over technical books, getting real facts and figures, building up our knowledge concerning the material which we are going to handle so that we may be able to talk to our prospective customers on their own planes. There is a whole lot to be said in favor of such a store of knowledge and we wonder how many

who read this article will be stirred to a greater effort to inform themselves. We got a lot out of it.

Dallas 100% Quota Men

March 6, 1918

Salesman	Repeat
1. MATTHEWS	5
2. McKISSICK	6
3. BENNETT, C.	6
4. CLEMENT	4
5. GREER	3
6. GUNN	3
7. TANNER	7
8. SMITH	3
9. WILLIAMS, S. O.	2
10. BATES	5
11. JOYCE	6
12. MOORE	3
13. CLARK	4
14. BENNETT, P.	1
15. NEWCOMER	2
16. TUNSTALL	6
17. LAGRANGE	3
18. BROWN, L. L.	8
19. MORGAN	7
20. THROOP	6
21. BROWN	8
22. FOSTER	5
23. SULLIVAN	7

Toronto "High Five"

March 4, 1918

1. C. B. BREMNER
2. S. G. ADAMS
3. J. W. FREEMAN
4. J. M. ROY
5. W. D. HESLIN

Your Intellect

Do you see with your mental-ity as vividly as you see with your eyes?

Do you hear with your intellect as accurately as you hear with your ears?

The man who merely sees with his eyes, and not with his mind, stores up few mental impressions—memories of past experiences—from a study of which experiences more careful observers successfully direct their future activities.

An individual who hears only with his ears registers but few sound memories. Such an indifferent listener fails to imbibe the wisdom that pours from an orator's lips—the verbally expressed

thoughts and ideals of his contemporaries—valuable advice given him by his superiors, discussions concerning his own line of business.

Memory is made up of sense impressions.

As these sense impressions are apprehended by the intellect we progress.

As they are seen by the eye alone, the ear alone, we stagnate.

The experiences of a lifetime profit you only as you take mental note of what you see and hear.

Open your skull. Let in sight and sound.

The Five Leading Senators

Washington, D. C.

March 6, 1918

1. J. T. GIBBONS, D. C.
2. G. P. STOVALL, W. Va.
3. A. L. CROBIN, Va.
4. C. C. CLAGGETT, W. Va.
5. G. A. SMITH, N. C.

"High Five"—San Francisco District Month of February

- L. D. BAKER
- E. F. ENGLISH
- E. R. BIRD
- W. S. JOHNSON
- W. B. JAMESON

Those Chiming Bells!

M. and Madame Heliodore Fortier announce the marriage of their daughter, Marion Beatrice, to Charles Frederick Hohlstein, United States Naval Reserve Force, on Wednesday, February twenty-seventh, 1918, St. Louis Church.

In 1916 Mr. Hohlstein was one of our Toronto Pacemakers. He entered the Navy September 10, 1917.

The Boomer cordially congratulates Mr. Hohlstein and wishes him success on the high seas. May we hope he brings back the Kaiser's scalp as a war trophy for his bride.

Three High Men---Lubricating Contest

Fort Wayne

1. W. A. ARMSTRONG
2. W. C. SUTTON
3. R. J. GOODMAN

A Word From E. M. Savercool

We have commented on the shortage of material for the manufacture of steel containers for oils, and Mr. E. M. Savercool, General Sales Manager, in a general letter has emphasized the importance of bringing the necessity of adequate storage to the attention of all merchants.

He states in this letter:

"The Oil Companies will no longer permit their customers to retain these receptacles and use them for storage as they have in the past. The only exceptions are that very large Manufacturing Plants will be allowed to retain the drums for a reasonable length of time, the intention being they should be emptied just as soon as possible and returned to the Oil Companies. All Oil Companies are following this plan—you can readily learn through interviews with local Oil Company Managers or their traveling salesmen.

"Owing to shortage of steel and wood, and the inability of factories making steel and wooden barrels to turn out a sufficient number, it is absolutely necessary that everyone handling oil should co-operate with the Oil Companies. The price of steel and wooden barrels has enormously advanced, which is another item to be considered.

"Every salesman should take advantage of this opportunity. The sales of Lubricating and Kerosene Tanks, both large and small, should be greatly increased. The salesmen who do not take advantage of this opportunity are not alive to the situation.

"There is ample Gasoline, Kerosene and Lubricating Oil for all legitimate uses, providing the supply is conserved. There is, however, none to waste. If all barrels are emptied on arrival, the savings will be a matter of importance.

"You will be doing a service for the Oil Companies, the customer and your country when you sell a dealer or factory owner storage tanks of sufficient capacities to take care of his oils. Let your efforts be directed along this line and the result will be increased business for our Company and greater prosperity for yourselves."

Books on Oils

Read these books so you may talk with your next prospect on the subject of oils:

"*Outlines of Industrial Chemistry*"—THORP.

"*Industrial Chemistry*"—ROGERS & ANBERT.

"*Oil Analysis*"—GILL.

Max Heintze, who has charge of sales work in Milwaukee under the Chicago Office, took no chances during the heavy snows. He carried a huge snow shovel on the side of his "Henry F" and when the snow got too deep for him, he shoveled his way to his prospects.

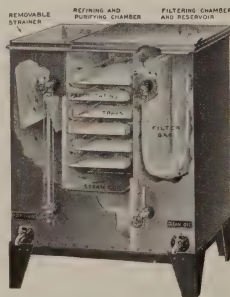
Miss Esther Anderson, former stenographer and office assistant to Mr. Stoddard, of the Portland Office,

has taken unto herself a husband and is cozily ensconced on a ranch in Eastern Oregon.

J. P. Shannon, of the Chicago Office, is celebrating the arrival of a new baby and is making a most entertaining pa-pa, for evenings he and Mrs. Shannon take the heir out riding in his new cab and Shannon straps his model case on the front end of the baby carriage and goes after business. And he has been decidedly successful in landing "after supper business"!

C. R. Eggleston, of the Albany Office, "pulled" a new one. It seems "Eggie" met up with a gentleman on the train and instead of watching the scenery, C. R. interested his companion in his bulletin books. Result—an order for a three-barrel private garage outfit. No use talking, those "old warhorses" are the ones to spring the surprises.

The Possibilities of the 7F Filtration Outfit have not been scratched



Cut 7F Filtration Outfit made in five capacities.

(See Bulletin for Information).

NO ENGINE ROOM is operating to the greatest efficiency if the oil from the bearings is not being reclaimed and subjected to the process of filtration before being re-used.

The size of the engine room is inconsequential, as a Bowser System can be obtained to meet its requirement, be it a simple steam engine or compressor, or the most intricate compound engine or turbine.

The Cut 7F illustrated above is the most simple and compact unit obtainable and is especially designed to meet the requirements of a small engine room, or to filter the oil from an engine whose construction or use of oil does not warrant the installation of a circulating system.

Hardly a week passes that letters do not reach us from manufacturers commending this outfit and many declare their yearly saving of oil more than paid for the equipment.

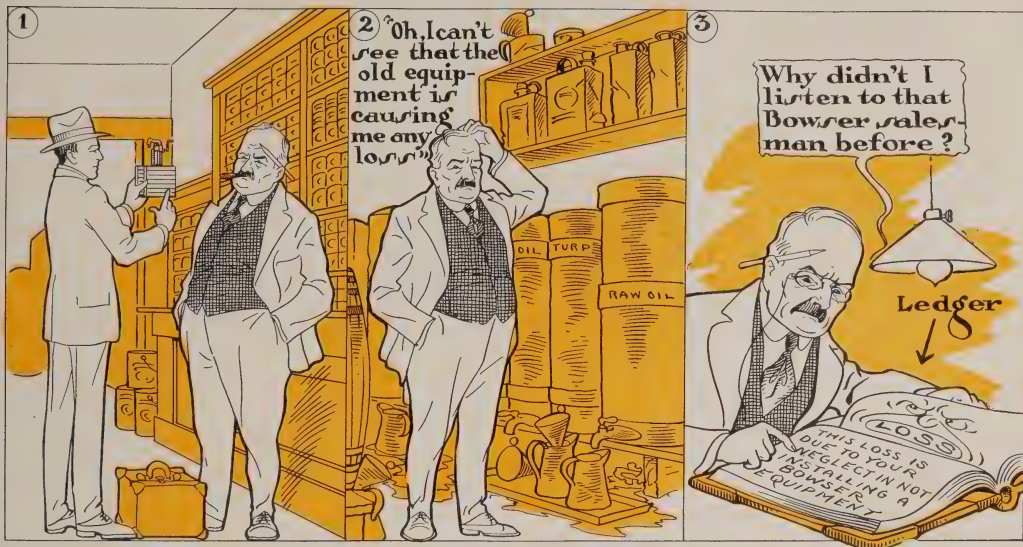
In these strenuous times it behooves all to watch the drops; the gallons will take care of themselves.

The BOWSER BOOMER

Vol.17

April 1, 1918

No.7



And yet some people still insist on staying fooled



Team - Work That Counts the Most

"It ain't the guns nor armament, nor funds that they can pay,
But the close co-operation that makes them win the day;
It ain't the individual, nor the army as a whole,
But the everlastin' teamwork of every bloomin' soul."—Kipling.

The Use of Bad Roads

"Been a wet season in your section, hasn't it?"
"Yep. Hurt my crops, too."
"Will you lose much money?"
"No, I'll break about even by hauling autos out of mud holes."

Hallucination: "You can't tell about a display of authority," said Uncle Eben. "Many a man thinks he's doin' a fine job o' mule-driven' when the mule is jes' hurryin' home on his own account."—Washington Star.



Roswell Auto Company, Roswell, N. M.
Installations were made by F. W. Swerer, of the Denver Office.

Southern Hospitality

One day while J. M. Oliver was out in his automobile he discovered that he needed some lubricating oil for his engine. He drove up to a farm house where a small boy was playing. "Son," he called, "run and ask your mother if she has any lubricating oil—or castor oil will do, if she has it."

Soon the boy returned and said: "Ma ain't got no castor oil or nothing, but she said if you would wait a few minute's she would fix you up a dose of salts."

An Expert at the Game

Lady: "Here, my poor fellow, is a quarter for you. It must be awful to be lame; but I think it's worse to be blind."

Expert: "You bet it is, mum. When I was blind, they was always handin' me counterfeit money."—Peoples Home Journal.

R. S. Colwell's Message

Chronologically speaking, 1918 is still in childhood, having lived only one-sixth of its allotted time, but it has clearly indicated already that it is going to be a giant of a year in Achievement. The most important thing that confronts each individual is to what extent is he going to participate in the big things of this year?

There has been so much said about unusual conditions due to the war that we have lost the true perspective and can see nothing but turmoil and chaos, but a few who look below the surface find that things—Big Things—are being done, which stagger one because of their bigness and multiplicity. Instead of everything being topsy-turvy, the facts are, greater activities now exist than ever before known, and it is up to us to get into them if we want to participate in their benefits.

As never before, there is a demand for lubricating oil conservation, which means 100 per cent efficient storage. We have just exactly what is needed to meet this condition, and the extent to which we do meet it depends upon what you do in your territory. Every gallon of oil must be properly stored and wisely used. There are literally hundreds of opportunities for placing tanks today, and if you do not meet this need you are not only suffering financially, but failing to act opportunely. The same is true with kerosene. For years there has been more kerosene than the producers knew what to do with, but today that condition is reversed—the demand for it exceeds the supply—hence, it is equally necessary to store it right. Here again we have the outfit that will do this to perfection.

Earnestly and urgently we ask you to get into your sales work with a determination and vigor which will mean that 1918 is to you what it actually is to the world—the Epoch of Time. What we ask you to do with lubricating and kerosene outfits, we mean as an addition to what you will do with the gasoline line. You can readily see that if you get all there is to be got in your territory your income this year will be bigger than heretofore, and that any one of the three classes of outfits alone will take care of your entire business expenses. It is not too early to consider what kind of a record you are going to make this year, and whether you will be a Pacemaker member from your District.

Just a word now about the "bugaboo" embargo. In so far as it has, as a whole, affected

shipments—"There ain't no such animal." Embargoes are placed on for a few days, and then lifted. Our Traffic Department watches this like a hawk, and the minute an embargo is lifted for a certain point the goods are rushed to the freight house, with the result that we have practically no unshipped goods because of embargoes, and we have no knowledge to warrant the belief that they will be a handicap to our efforts this year. Enter into the spirit of the times, and make for yourself, your District Office, and your Company, a record that will stand as a Monument to your Industry and Salesmanship.

The best of LUCK and SUCCESS to you.

R. S. COLWELL.

We regret to announce the death of the young son of H. E. Conn, of the Fort Wayne District, which occurred in North Manchester, Indiana, March 9th.

The sympathy of the Bowser Company goes out to Mr. and Mrs. Conn.

Mr. and Mrs. H. E. Conn and daughters wish to extend to the Bowser Company, through the pages of the Boomer, their sincere thanks and appreciation for the words of comfort and beautiful flowers sent to them on the death of their son, which occurred in North Manchester, Indiana, March 9th.

Ever Go Nutting?

Dig up the name of that "Hard Nut" that you were unable to convince needed Lubricating Equipment. Crack him with the clever "Tip" passed around by Mr. Savercool and the chances are you will get an order.

E. B. FRENCH,
Washington District.

Andrew Carnegie was once asked which he considered to be the most important factor in industry—labor, capital, or brains? The canny Scot replied with a merry twinkle in his eye: "Which is the most important leg of a three-legged stool?"

Memphis "Big Six"

March 18th

1. E. S. STETZEL
2. C. GROVES
3. W. W. SCRUGGS
4. J. L. WAINRIGHT
5. E. P. DOLAN
6. H. T. EGGLESTON



Dorothy Margaret Lower

A modern young lady, bravely arrayed in overalls so that she may efficiently "till the soil" and harvest vegetables and fruit from her war garden, is Miss Dorothy Margaret Lower, the only daughter of Mr. A. V. Lower of our New York office. She is a traveled young lady, having been born in Indiana, and having journeyed to Toronto with her dad at a very tender age. At the present time she is in Los Angeles, Cal.

Don't "Kid" Yourself

This is a fact. Read it. Then take a good mental grasp upon yourself and go to it.

"Some of the boys keep telling me that it is impossible to sell Kerosene Outfits. It used to be

the same old story on Lubricating Outfits. There is no use, boys, in kidding ourselves about this matter. The only reason we are not selling more Kerosene Outfits is because we are not working this trade, and where you do call on a kerosene prospect, you do not do so with any confidence or with the expectation that you are coming out with the order."

D. S. JOHNSON,
Western Manager.

St. Louis Standings

Ten High Men in Pacemaker Points

March 19, 1918

1. T. H. MOSELEY
2. C. H. PRIDEY
3. WALTER SNAPP
4. A. L. MARTINSON
5. J. F. RENICK
6. S. C. PRICE
7. C. G. JOPLIN
8. W. F. McKILLOP
9. J. H. BEDSER
10. J. C. McKEOWN

Three High Men in Volume of Business

Week Ending March 16

1. E. E. MAXWELL
2. T. H. MOSELEY
3. J. F. RENICK

Year to Date

1. T. H. MOSELEY
2. C. H. PRIDEY
3. W. F. McKILLOP

Three High Men in Lubricating Sales

Week Ending March 16

1. E. E. MAXWELL
2. G. A. SAMTER
3. W. H. BEEMAN

Year to Date

1. C. H. PRIDEY
2. E. E. MAXWELL
3. W. F. McKILLOP

Three High Men in Kerosene Sales

1. G. R. BAUM
2. J. H. BEDSER
3. E. E. MAXWELL

When I woke up last night I had a feeling that my watch had gone. Well, had it?
No, but it was going!—Exchange.

Standing of Forty High Men Volume of Business

March 23, 1918

Salesmen's Names	Office	Salesmen's Names	Office
1. W. B. Stamford.....	Philadelphia	21. C. E. Joyce.....	Dallas
2. W. C. Halsey.....	Albany	22. C. Bennett.....	Dallas
3. J. G. Phipps.....	Pittsburg	23. J. J. Connelly.....	Chicago
4. C. Bremner.....	Toronto	24. C. W. Morgan.....	Dallas
5. J. T. Gibbons.....	Washington	25. W. B. Offerle.....	Pittsburg
6. R. Coddington.....	Denver	26. M. C. Benham.....	Minneapolis
7. R. W. Maxey.....	Memphis	27. S. F. Taylor.....	Albany
8. L. L. Brown.....	Dallas	28. K. F. Hessenmueller.....	Pittsburg
9. F. H. Peebles.....	New York	29. L. D. Baker.....	San Francisco
10. O. T. McKissick.....	Dallas	30. L. C. Tanner.....	Dallas
11. G. W. Scott.....	New York	31. E. L. Milliron.....	Pittsburg
12. B. A. Deffler.....	Tri-State	32. J. B. McEwen.....	Atlanta
13. B. B. Bates.....	Dallas	33. E. F. English.....	San Francisco
14. H. A. Vortigern.....	Philadelphia	34. P. W. Swerer.....	Denver
15. T. H. Moseley.....	St. Louis	35. S. G. Adams.....	Toronto
16. W. H. Trammell.....	Atlanta	36. C. H. Pridley.....	St. Louis
17. C. M. Hunter.....	Atlanta	37. C. L. Speight.....	Washington
18. G. Walker.....	Atlanta	38. G. A. Smith.....	Washington
19. N. Brown.....	Dallas	39. W. C. Sutton.....	Fort Wayne
20. E. S. Stetzel.....	Memphis	40. R. B. McFadden.....	San Francisco

District Office Quota Standing

11th Quota Week—March 23.

DIVISION "A"

1. DALLAS - - - B. L. Prince, Mgr.
2. SAN FRANCISCO - D. S. Johnson, Mgr.
3. MEMPHIS - - - H. W. Brown, Mgr.
4. ATLANTA - H. C. Carpenter, Mgr.
5. ST. LOUIS - - - L. E. Porter, Mgr.
6. TORONTO - Harry Christie, Mgr.
7. ALBANY - - - W. M. Mann, Mgr.
8. FT. WAYNE - A. W. Dorsch, Mgr.
9. PITTSBURG - - - H. C. Storr, Mgr.

DIVISION "B"

1. WASHINGTON - E. B. French, Mgr.
2. DENVER - - - C. C. Barnett, Mgr.
3. TRI-STATE - J. W. Burrows, Mgr.
4. NEW YORK - E. J. Little, Mgr.
5. MINNEAPOLIS - R. R. Safford, Mgr.
6. CHICAGO - T. D. Kingsley, Mgr.
7. PHILADELPHIA - J. P. O'Neil, Mgr.

The Silent Treatment for Boorish Buyers

Here's a situation which occasionally confronts me," remarked a young salesman, "and I don't know how to meet it. I'll succeed in securing an audience, somewhat against the will of the prospect, perhaps, and he, to evince his resentment, will sit at his desk reading letters or the newspaper, leaving me in the position of talking to a dummy. What does your experience suggest?" he concluded, addressing the sales manager.

"That is a problem which must often be faced," was the reply. "One's natural impulse is, of course, to pursue a policy of rightfulness; to wreck the prem-

ises and shoot the proprietor. But no man who can't control his natural impulse will ever become a star salesman.

"When I was a novice at the game I used to keep on talking, calmly ignoring the prospect's boorishness. But I found that this plan seldom resulted successfully. A man so mannerless is not amenable to such tactics.

"A better plan is to cease talking and wait for attention. There is a certain dignity about silence which is lacking in talking to a wooden Indian. I found that silence almost always wins. Just sit there calmly, impassively, unresentfully, but with an air as

though you meant to sit there until the crack of doom if need be. This policy is thoroughly disconcerting. Never fear but that the man is acutely conscious of your presence. He is more uncomfortable than you are. And because he has a sneaking suspicion that he is in the wrong he is anxious to end the suspense and close the interview. Nine times out of ten he concludes that the easiest way out of the difficulty is to hear your story and turn you down. Well, all you're after is a hearing. Silence will give it to you.

"In the tenth case he will fly into a rage and begin to become insulting. Then, of course, you're master of the situation. To adopt a soothing attitude, refusing to take him seriously, puts him in a situation which generally means an order. A man in a rage talking to a man who is calm and collected is at such a disadvantage that he is practically lost. Calm him down with a sympathetic, fatherly air, and his inevitable reaction is a panicky condition of utter demoralization during which you can sign him up for almost any amount. The scriptural injunction of heaping coals of fire on your enemy's head is one of the salesman's safest guides. A man whose rage has evaporated because he found nothing to fan it into a flame is one of the easiest prospects one could ask for.

"Try the silent cure on the next boor you meet. You'll find that it is a deadly attack."

H. C. BARRETT, in *Sample Case*.

A black woman halted in front of a produce store in a Georgia town, and addressed the proprietor, who was also of color:

"Is dese aigs fresh?"

"I ain't sayin' dey ain't," he answered back.

"I ain't axin' you is dey ain't," she snapped. "I'se axin' you is dey is. Is dey?"



Our Service Flag

At last we are able to present the Bowser Service Flag.

If you could see it spread out, you would be able to count 149 stars, one for each Bowser boy who is in the Service of the Army of Democracy.

The young ladies making the flag are Bowser girls and are, from left to right, Miss Helen Rost, Miss Myrtle Lerch, Miss Ollie Swineheart and Miss Alice Fisher. Miss Gertrude Kruse, who also assisted in making the flag, was ill when the photo was taken and could not be photographed.

A. G. Hartgen, of the Pittsburg District, is out on the job again and his "spell of sickness" in no way slackened his "Pacemaker" pace. Just recently, to show he was in fine form, he brought in an order for twenty-six lubricating outfits, all in one order. We're wondering what in the name of goodness he would have done if he hadn't been in the hospital!

G. A. Smith, of North Carolina, carried away the honors in the Kerosene-Lubricating Contest which has

for some time been under way in the Washington Office.

E. B. French has them all on their toes and he is leading in "Division B."

A traveller visiting a large factory made a bet with the manager that he would pick out all the married men among the employees. Accordingly he stationed himself at the door as they came back from dinner, and mentioned all those whom he believed to be married and in almost every case he was right.

"How do you do it?" asked the manager.

"The married men all wipe their feet on the mat; the single men don't."

Philadelphia High Men

March 23, 1918

1. W. B. STAMFORD
2. H. A. VORTIGERN
3. W. M. BOOKER
4. FRED BROWNE
5. P. H. LEMEN

"The Five Leading Senators"

Washington, March 19th

1. C. L. SPEIGHT
2. J. T. GIBBONS
3. D. W. DARDEN
4. J. F. JEFFREYS
5. C. C. CLAGGETT

Concentration

Have you a Side Line? Now I don't mean are you violating your contract, which prohibits your carrying a side line of merchandise. You have a reputation for being square or you would not have been employed—and I believe in every one of you.

Still, you may be carrying an unprofitable side line—a hobby, perhaps, or a habit—something which takes your attention away from the MAIN CHANCE—the selling of Bowser tanks. This game requires concentration—it's as big as you make it.

The successful Business Man separates pleasure from business, but this separation is no sacrifice as concentration on business proves to be his greatest pleasure for it is the only sure road to high profits and high position.

Failure is the business man's hell. The most traveled roads that way are—Befogged brain from insufficient sleep—misspent energy—too many idle hours.

Follow the MAIN CHANCE, boys. Earn a vacation by a big spring business—then take a real one that will do you good, but don't steal a little time from your business each day or week. There is no real satisfaction in that, and Failure lies close at hand.

SELL BOWSER TANKS. Make it your pleasure—give it your full enthusiasm and nothing can stop you.

Wanted:—TWO OFFICERS AND ONE DIRECTOR.

L. E. PORTER,
St. Louis District Mgr.

"Sell the Line"

Our Organization is in better shape than it has ever been. The stock situation is not going to worry us. The results are entirely up to you. It is simply a question of working a little harder, covering your territory a little more carefully and hunting out the prospects for Bowser Equipment which has been overlooked in the past.

Our slogan this year is going to be "Sell the Line." Don't specialize on Gasoline Equipment. Sell lubricating and Kerosene Oil Outfits. Did you ever stop to think that there are hundreds of places in your territory outside of garages, filling stations and stores where lubricating and other kinds of oils are being handled? Every one of them is a prospect for Bowser goods.

D. S. JOHNSON,
Western Manager.

Minneapolis "High Five"

March 16, 1918

Salesmen	Repeats
1. F. E. BRAGG.....	4
2. R. B. LIPES.....	1
3. JAMES WARD.....	4
4. J. C. WARD.....	5
5. J. R. O'MALLEY.....	4

Make Every Minute Count

It is all a matter of Personal Efficiency — making your time count for something worth while.

Personal Efficiency requires sufficient sleep every night to assure a clear brain next day.

It requires systematic thinking, persistent work, a healthy body, and the ability to enjoy the fruits of labor.

L. E. PORTER.

S. F. Taylor, of Albany, advises that he attended a dinner at Yale University given in honor of Ex-President Wm. H. Taft, and the chairman got off a new one. It seems to us right pat. Here it is:

"Pep without purpose is piffle."

Increased Kerosene Storage Requirements

Kerosene is being used more widely than ever for heating purposes. Manufacturing concerns are using it in large quantities. A considerable amount is being used in garages and its usefulness as a fuel for automobiles is becoming greater every day. All this means increased storage requirements. It is not a temporary condition, gentlemen, but one which I believe has come to stay.

A. W. DORSCH,
Fort Wayne Manager.

Do Not Neglect the Gasoline Line

And now is the time for us to really start our famous "Spring drive." Those of you who are old-timers in the Bowser service know that March has always been one of the biggest months in the year for us in the sale of Curb Outfits.

There is going to be a greater market this year for Chief Sentries and Red Sentries than there has ever been. The congestion in transportation—passenger and freight—will be, and, in fact, always is reflected in a greater use of automobiles and motor-driven trucks.

Salesmen will use automobiles more than they ever have in working their territories; farmers will use a great many more automobiles, and on account of the railroad situation, will use trucks extensively (even in hauling livestock), so that they will not be dependent upon the railroad companies. There will be more repair work than ever for the public garages, more business for the automobile accessory stores, more gasoline sold from curb pumps; and these conditions will be reflected in a better feeling in general.

J. W. BURROUGHS, Mgr.,
Tri-State District.

Winter Views in Arkansas



In response to our request for BOOMER material, Mr. H. T. Eggleston of the Memphis office gave us the photographs reproduced above.

Concerning them he says, "These proofs will show how Bowser outfits stood the 'Blizzard' in Arkansas" (he underscores "Arkansaw") and reminds us that while "Arkansaw" is in the Sunny South the weather bureau broke all records for snow and cold.

He says of human nature:

"I don't know much about this except that it is about the same the world over (except the *horrid Hollenzerns*) and that if you are patient, and 'come at' your prospect from different angles, in a nice way, and try to 'locate' his 'hobby' and get in with him along that line you are reasonably sure of a signature. Most

men want to be shown a good, clean, profit on oil sales (or any sales, for that matter) and I often tell Mr. Merchant that I am talking to his Cash Drawer, or Register, thru him, and he generally 'lends me his ear'. If not I leave him in a good humor so that I can come back and try again."

And about objections, he adds:

"They are many—they would fill a good-sized book. Some are ridiculously absurd; some are *real*. I use my "think Tank" and combat them as best I can. It does not pay to become too combative."

He has had some humorous experiences. Speaking of one he recently had, he says:

While waiting for my customer, a man walked into the country store, and I noticed his jaw stuck out as if he

had a "chaw" of "terbacker" in it. He came up to me and inquired, "Air you the *tooth dentist doctor*?" I told him no, I was only a 'Bowser Man.'"

And then, to top his experience off and show he's a regular fellow, Mr. Eggleston "admits" he isn't much of a fisher.

"Not time to go yet, and played in hard luck last summer, so much so that my wife and children laughed at me about my poor fishing. I will show them this summer when they come to Arkansas (pronounced "saw")."

He has three fine "hobbies". They are:

"Talking first, then writing to my wife when I can't talk to her. Petting my five children when I can see them, and, last but not least, 'nursing' my Maxwell Auto."

More power to him!

Now Is the Time

Spring is here in all its glory. Roads are getting in good shape, and with continued good weather will be in first-class condition in another week, at which time the territory can be more closely worked. That, as we all know, will result in your securing a much larger business than heretofore.

E. B. FRENCH,
Washington Manager.

Denver "Daring Doers"

March 18th

Yearly Volume

1. R. CODDINGTON
2. R. W. JEWEL
3. H. U. EARLE
4. R. E. ERWIN
5. F. W. SWERER
6. J. H. WILSON
7. F. H. KILVER
8. W. V. CRANDALL
9. J. F. VONDEREMBSE
10. C. I. BENFORD
11. R. J. CODDINGTON
12. J. L. COCHRAN

Monthly Quota Percentage

- R. E. ERWIN
- R. CODDINGTON
- J. F. VONDEREMBSE
- R. W. JEWEL
- H. U. EARLE
- F. W. SWERER
- J. H. WILSON
- R. J. CODDINGTON
- W. V. CRANDALL
- F. H. KILVER
- C. I. BENFORD
- J. L. COCHRAN

To the Members of the Pacemakers Club,

Gentlemen:

Mr. Little and I wish to thank you for the beautiful flowers you sent him during his illness. As you know, he has always been especially interested in the Pacemakers and it pleased him very much to have you remember him.

He is convalescing now and hopes soon to be able to write you himself.

Thanking you sincerely for your thoughtfulness, I am

Yours very truly,

SALLY K. LITTLE
(Mrs. E. J. Little.)

"Bill" Mann Whoop's 'Em Up!

When they begin to thaw out in the Albany District, spring is sure here. "Bil" Mann, the capable Manager of the Albany District, writes a letter to his men which might be read with profit by every man in the Bowser organization. Here it is:

"If I could look every man in the eye right now to whom this letter is written, I am positive I could convince him of the wisdom of doing his double best, beginning right now and continuing to the end of the year. The game is worth the chase—your future is in the balance. The largest earnings you have ever made are within your grasp. Make the effort now.

"There is no time like the present; it is the beautiful daughter of the past and the loving mother of the future. All the great possibilities of the age are her possessions. Opportunity, Fortune and Miss Fortune are her sisters. She is the great and generous giver of all gifts. Unless you are conscious of her charms and appreciate her favors, you will not receive the reward to which your position as a Bowser representative entitles you.

"If you have determined to increase your income for 1918, now is the time to begin. Sow sense (cents) and reap dollars for the remainder of the year."

WILL IT PAY? That is the question you should ask yourself regarding every act that taxes your energy or ability. If you can give an affirmative answer regarding the matter in hand, perform that duty, with a determination to make it pay BIG.

Representing S. F. Bowser & Company earnestly, conscientiously and energetically will reward you as well as, or better than, any other selling proposition extant today.

Make your business—our business—pay and pay big by getting on the job early and staying till late when necessary.

Intelligent persistence will bring desired results.

W. M. MANN,
Mgr. Albany District.

Dallas "100% Quota Men"

Salesmen	Repeat
1. SARGENT	4
2. McKISSICK	7
3. MORGAN	8
4. GREER	4
5. BATES	6
6. JOYCE	7
7. GUNN	4
8. WEEMS	5
9. BENNETT, C.	7
10. BROWN, L. D.	9
11. WHITE	2
12. CLEMENT	5
13. SMITH	4
14. SULLIVAN	8
15. MATTHEWS	6
16. LEWIS	4
17. LAGRANGE	4
18. WILLIAMS, R. T.	5
19. BROWN, NOD	9

We have before us "The Bulletin," published in the interests of the Chamber of Commerce of Pittsburgh.

In perusing its contents, our eyes fell upon the picture of E. L. Milliron, whom all know as the factory representative in the City of Pittsburgh.

Mr. Milliron was high man in point of Engineering Sales in the organization in 1917.

Any Bowser salesman who does not identify himself with the Board of Trade of his community is overlooking a "big hit."

Get to know everybody. Have everybody know you. It sure does feel good to walk down the "main street" and speak to the "good" people of town, and to be considered one of them.

Certain to Win

"How's your boy getting on at the training camp?"

"Wonderful!" replied Farmer Applecart. "I feel a sense of great security. An army that can make my boy get up early, work hard all day 'an' go to bed early can do most anything."—Peoples Home Journal.

BOWSER BOOMER

PUBLISHED SEMI-MONTHLY BY
S. F. BOWSER & CO., Inc.
Fort Wayne, Indiana

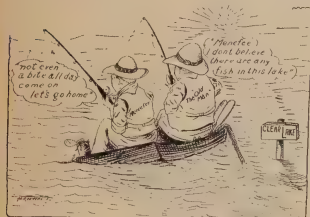
Manufacturers of Oil and Gasoline
Storage Equipment

H. J. BRADSHAW, Editor

THE BOWSER BOOMER IS THE MAGAZINE
OF THE BOWSER SALESMEN
OF THE WORLD

It is published in their interests and its view-
point reflects their aims, activities and ideals.
Every salesman is entitled to a copy.
News items, photographs, sales arguments
from all are welcome.

Vol XVII APRIL 1, 1918 No. 7



Mr. Bowser and Mr. Menefee Go A'fishin'

Well!!! They're off!!—these fishermen of 1918.

Sure Tom Potts with his four pound bass started something when he "asked" us to publish the picture of his fish.

Well! It seems the "Old Man" couldn't stand it any longer, so he took his friend "Jim" Menefee, his choicest fishing rod, and a carefully selected can of "Indiana home grown fish-worms" to Clear Lake to slip one over on us.

But, it's a sad, sad tale! ??? They fished—they fished—they moved around—they used their most seductive fishing "arguments"—they kept perfectly quiet—they sang—they plead—but nary a bite!

Discouraged? Nix on that stuff! The "Old Man" swears

"there weren't any in the Lake."

So we'll have to put off writing a story about it, but we'll wager that before July the first rolls around, Mr. Bowser will appear some morning with a string that will make our mouths water.

Now that the season is on, we are willing to post a little wager of say—ten "La Smokerinos" on the "Old Man" the biggest "producer" of 1918. So come on with your affidavits. (We believe no one)!!!



Bowser War Gardens

The Executives of the Bowser Company will do their "bit" in gardening this year.

The Company is behind a movement to urge every employee of the Bowser Company to cultivate a piece of land and to this end a committee is collecting information on available property, in order that those who, for various reasons, have no land to cultivate, may be able to produce something edible!

Mr. S. B. Bechtel, our General Manager, has arranged to devote his entire property of some twenty-five acres (with the exception of his beautiful lawn) to the raising of vegetables and is having it all plowed. He is offering several of his friends a piece of land of sufficient size to make it interesting.

Of course, we may see the "Big Chief" standing on the "sidelines" whooping up those who will be "slaving" for Democracy, but then, who should worry? Everyone gets all that is raised on his particular plot.

To life war has given a supreme purpose.

Men have a great cause to fight for—world democracy.

To conquer the Hun, American resources must be developed to the uttermost. The produce of our fields must be grown and harvested with finest precision. Business activities must be stimulated and studied scientifically. The American sense of perspective must be kept true regardless of constantly changing crises.

A salesman, you have your part to play. It is your duty to study spring crops thus ascertaining actual land resources in your territory. It is your duty to stimulate trade, to spread the "Business Better than Usual" slogan. When you meet a prospect who has a false sense of economy show your man the patriotic necessity for spending money. Prove to him the need of keeping his dollars moving. Let him see that the purchase of a BOWSER equipment has to do with helping America keep her place in the sun.

Clear your vision to the widening sweep of the horizon.

You are an integral part of the battle-tossed sea.

You are an invisible fighter in the advance of our united armies on the "other side."

Every dollar you persuade your prospects to put into immediate circulation eventually reaches your brother and friends "over there."

Good business in this country means VICTORY for Pershing!

With thousands of men like yourself vitalizing the business strength of America our boys across the channel need have little fear of the Hun.

Strive now to win the World War.

Your weapons of defense are: Your brain, your model and your best sales talks.

The Third Liberty Loan

Every Bowser Salesman should be a booster for the third Liberty Loan.

We are at war and war demands the utmost alertness in order that a successful outcome may be realized.

War is a tremendously expensive enterprise in which to engage. There are expenses in war which are unheard of in peaceful pursuits. Waste cannot be eliminated. War is a combination of emergencies and, emergencies are generally expensive.

In emergencies, the machinery which, in peace, makes for economy, is, in war, abruptly cast aside and in its place stands paramount the necessity of the successful outcome of the enterprise.

There are but three ways of raising money for governmental work—taxes, revenues and loans.

The taxes of the country are inadequate, the revenues from various sources are not a sufficient addition and, therefore, to the third, Liberty Loans, the government must look for relief.

There have been two Liberty Loan campaigns. In both, the people far oversubscribed the issues. We now face the third Liberty Loan. We must oversubscribe this loan! There must never appear to be any doubt in the minds of the world at large that we, the people of the United States, are not squarely behind our executives in Washington.

The real demonstration of our earnestness will be exemplified in our hearty support of this third Liberty Loan.

There have been tremendous mistakes in the conduction of the war, but when we stop to think that in less than a year we have equipped, housed and trained our army of over a million men, we begin to realize what a whale of a lot we have accomplished.

Our boys in France, in training camps and on vessels must not be in want, or because of our penuriousness in danger!! Indeed not!

We must loan our dollars!! We must give freely of our enthusiasm; we must heartily encourage our executives in Washington, our soldiers and Allies in Arms.

Let every Bowser man subscribe to this third Liberty Loan till it hurts.

The discipline to be endured because of our patriotism will make of us better citizens, better neighbors, better business men, for we will have had our desires, opinions and aspirations tempered and purified.

At no time were the finances of the country sounder than today. Money is plentiful; wages are high; business is, in short, good. All the money to be raised by the third Liberty Loan will be spent in North America for North American products and it will go to North American workmen.

Loyalty

(Written for The Boomer)

By H. W. BROWN, *Memphis.*

"This above all: To thine ownself be true,

And it must follow, as the night the day,

Thou canst not then be false to any man."

If we were to epitomize all moral and social codes; condense all Business and Professional ethics; brief all Criminal and Civil laws from the beginning of time—we could find no better law to govern, no better rule to follow, no purer definition of Loyalty.

Loyalty is a word frequently used, its application being confined almost entirely to one's fi-

delity to one's country, or superior. Loyalty has a much broader meaning and in the larger sense is that adherence to one's highest idea of right which causes one to do right for right's sake.

We are confronted with new business conditions each day—the entire ethics of the world are undergoing a change. Human thought and endeavor are struggling toward a higher plane.

Our nobler and higher viewpoint of life is the means through which we must permanently attain.

The first and guiding thought must be: To our ourselves be true—true to our own highest idea of right—and then it will follow that no false thought will be formed, no false word spoken, or false action taken against Social or Business Associates, or against our Country.

We will adhere to the highest sense of right for right's sake. We'll need no law, judge or jury to tell us when we're wrong—we'll need but heed the instant signal from within to know what thought, intention or act is not square.

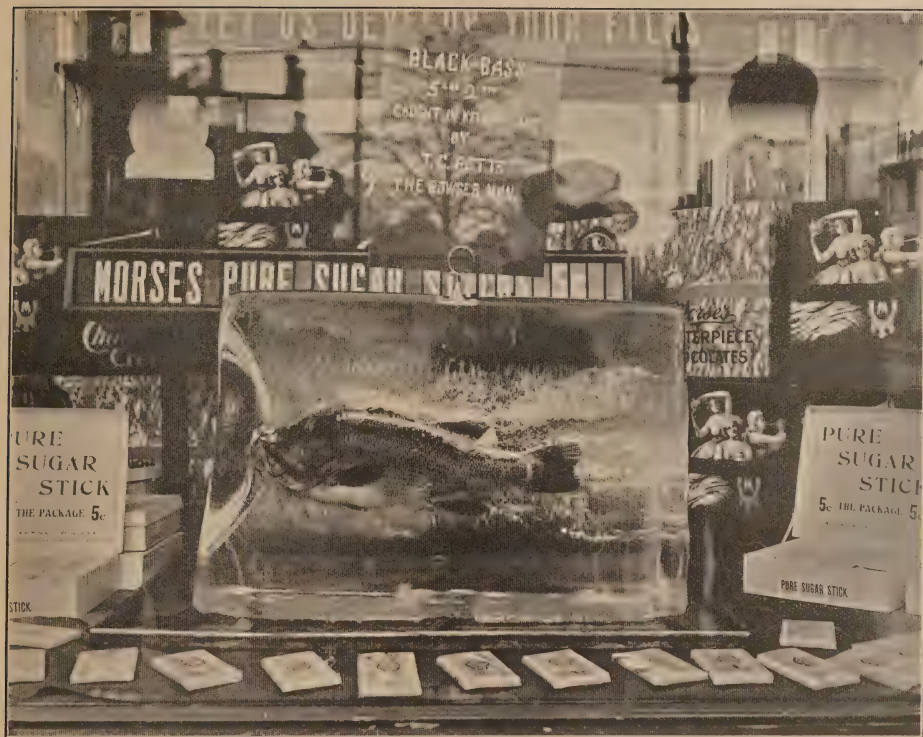
The world's best definition of Loyalty will then be engraved upon the heart of every man, and will be retraced by each beating pulse.

The reward for Loyalty will be in the nobleness of the act itself. The reward of Loyalty will be the nobleness of the act itself—the penalty for the disregard of Loyalty will be the insistent hissing of the soul.

Tri-State "Quota Getters"

March 19, 1918

Salesmen	Repeats
1. B. A. DEFFLER.....	5
2. C. J. ROGERS.....	4
3. M. F. GRIGG.....	4
4. W. P. SHEPHERD.....	3



The real disciple of Isaac Walton in the Bowser organization is Tom Potts of Cleveland. His latest coup is illustrated above. Here is to be found a fine Rainbow Trout (that is what it looks like to us) frozen in a cake of ice and displayed in the drug store of Mr. Tarr, a prominent druggist in Cleveland, a personal friend of Tom's.

The information filtering through the censorship indicates that traffic was hopelessly held up.

Tom certainly knows how to get publicity. Note the "card" bearing his advertisement. Now what we wonder is how soon will someone else go one better?

"No man is so well known as he thinks he is," says Enrico Caruso, the world-famed tenor. "While motoring in New York State," continued the great singer, "the automobile broke down and I sought refuge in a farmhouse while the car was being repaired. I became friendly with the farmer, who asked me my name and I told him it was Caruso.

"The farmer leaped to his feet and seized me by the hand. 'Little did I think I would see a man like you in this humble kitchen, sir,' he exclaimed. 'Caruso. The great traveller, Robinson Caruso.'"

Albany's Tenacious Ten

March 16, 1918

1. C. R. EGGLESTON
2. P. F. BEARSE
3. J. G. ROBERTS
4. C. R. ROSS
5. A. DePLACE
6. F. F. RYDER
7. A. G. LOCKE
8. D. F. HERNON
9. S. F. TAYLOR
10. F. W. STROUT

Durham, N. C.,
March 6, 1918.

Mr. H. J. Bradshaw,
Corres. Sec'y., Pacemaker Club,
Fort Wayne, Ind.

Dear Sir: We wish to extend to you and the entire Pacemakers Club our most sincere thanks for your kind words of loving sympathy and beautiful flowers sent during Mr. Carrington's recent sickness and death.

Most sincerely yours,
MRS. J. S. CARRINGTON
AND CHILDREN.

Attitude Toward Competition

There seems now and then to be a lurking feeling in the minds of some salesmen that the paragraph "Attitude Toward Competition" found on page seven of the Salesmen's "Book of Rules and Instructions" is a mere "Rule." *Most positively, such is not the case.*

It speaks well for the Bowser Sales Organization that there have been few occasions for imposing the penalty for an infraction of this rule. Bowser salesmen are high strung, aggressive men, but they get their business by fair and open means and find it unnecessary to resort to questionable tactics.

When violations of this rule have come to the attention of the management it has, of course, been necessary to dismiss the offenders from the service.

We regret to note that once again it has been necessary that a salesman be dismissed because he has failed to live up to the requirements of the obligations specified in this rule.

Bowser salesmen should necessarily pursue their prospects aggressively. They should exercise all their ingenuity to bring procrastinating buyers to the dotted line, but when a salesman in his effort to close business reaches a point where personalities are indulged in, he has strayed far from salesmanship, which deals solely with the merits of a product, into a mere matter of personal opinion, entirely irrelevant in the matter.

When we have lost a sale because someone else has more carefully canvassed the situation, this loss should never be the stimulus that animates us to any vituperative activity. It is then too late. A salesman should withdraw gracefully and learn the lesson which will be to him an

impetus for more careful activity in the future.

Let us as Bowser salesmen consider the many features which make Bowser Equipment most desirable to own and use.

The name BOWSER has, through years of fair dealing, become a synonym for quality in oil and gasoline handling devices. The material in Bowser Equipment is the highest grade obtainable. No short cut has been resorted to; rather the "extra mile" of quality has been added.

Let these be your topics for discussion.

Weak, indeed, is the individual, be he salesman or buyer, who must fall back upon personalities to gain his point.



When Old Friends Meet

"SOMEWHERE IN FRANCE"

February 5, 1918.

MY DEAR FOLKS:

Another week has rolled by and the only thing worth mentioning is that we have had elegant weather, and I am feeling fine. Something came into our camp today that made me feel

right at home and that was a Bowser Pump and Tank. It seems quite natural to see a Bowser again and as it will be installed right close to our office, I will have good old Fort Wayne company and, should I get lonesome, I will go out and tinker with the pump.

I am as busy as they make them, so please excuse the short note. Will write again in a few days.

Love to you all.

WILL PAUL.

Address: Sgt. Wm. F. Paul,
Quartermaster Corps, A. E. F.,
Via New York. U. S. P. O.
No. 703.

Mr. William Paul, you will recall, was shortly ago one of our industrious Bowser men. He had experience in our Home Office, in Denver, and in St. Louis.

San Francisco "Ten High"

March 27, 1918

1. L. D. BAKER
2. F. M. KENNEDY
3. E. F. ENGLISH
4. J. C. HARDING
5. R. B. McFADDEN
6. E. R. BIRD
7. H. E. MORGAN
8. C. S. SEVERANCE
9. W. S. JOHNSON
10. C. O. HOTTEL

A week or ten days ago we received an advertising return card from a party in a town in Nebraska, unsigned.

We turned the card promptly over to Mr. Frank Washburn Swerer and if a town was ever thoroughly combed by a Bowser man, this town was. The gentleman who sent in the card had not realized his omission, but Frank says he admired our representative's detective work so much that he gave him an order for five Cut 63's right off the bat, just like that.

C. C. BARNET,
Denver District.

Here are two fine installations made by W. B. Goolsby in Fort Worth, Texas.



Fort Wayne District

March 20, 1918

Ten High—Business to Date

1. W. C. SUTTON
2. J. T. PRIDE, JR.
3. W. A. ARMSTRONG
4. R. J. GOODMAN
5. PHILIP CARLTON
6. C. A. MATHISON
7. F. P. BRANDT
8. J. C. TIBBLES
9. CARVER WOOD
10. W. A. NICHOLS

Three High—Lubricating Contest

1. W. A. ARMSTRONG
2. W. C. SUTTON
3. C. A. MATHISON

Three High—Kerosene Contest

1. R. W. HENSEL
2. A. J. HART
3. J. T. PRIDE, JR.

J. S. Walsh Tells How It "Goes" in West Virginia

We are publishing a part of an interesting letter from J. S. Walsh of the Washington District. The Editor had his first Gowsler sales experience in the territory now being covered by Mr. Walsh and described in his letter and knows Mr. Walsh has not overdrawn the matter.

West Virginia is a most attractive country. Of course, in



some places the Creator had to set it on edge to crowd it in, so traveling is beset with many disadvantages; but when properly sought, business in territories like this repays those who have the tenacity of effort to go after it.

"Trip had to be made by freight train which hauls coal from the mines, and to do this I made a part of the trip in an open coal car with the rain pouring down on me in torrents, and to make the final lap and finish, had to take a 'tie' ticket and found my prospect whom I landed as per order."

(A fine kerosene equipment.—
EDITOR.)

Here Is One Who Has Seen the Light

The following order came to light in the Memphis Office a short time ago. It speaks well for some salesman:

"S. F. BOWSER MFG. CO.,
Fort Wayne, Ind.

"Gentlemen:—Some time ago your salesman was here and at that time I thought I had a good tank for oil, but I made a blunder. Now I want one of your oil tanks complete to hold 2 barrels of oil. Kindly ship this to me at once and send a tracer after it next day after you ship it. I am in a hurry for it.

"Time is too short for any man to pump oil out of a tank, into a measure, then pick up the measure and hunt up your funnel and wait for it to run thru the funnel into the can.

"And I am not going to do it.

"Respectfully,

"I. W. MITCHELL."

Listen to This Advice

"I have heard some of you complain of the fact that train service is so bad that you can make only one or two towns a day. After you have taken care of your gasoline and lubricating prospects, why don't you spend the rest of the time you are forced to kill working the *hum drum store trade*? Maybe you do this, but do you? Really?

"If you don't like the kerosene work, it is because you are rusty

—haven't had practice enough. I can remember when we had more reasons for NOT working the Lubricating line than we had reasons FOR working the Red Sentries."

R. R. STAFFORD,
Minneapolis Manager.

Here's some straight from the shoulder talk that should make everyone sit up and take notice.

Many salesmen are paying their traveling expenses by working this little "side line."

District Office Standings In Kerosene Contest

March 23, 1918

1. DALLAS
2. MEMPHIS
3. WASHINGTON
4. TRI-STATE
5. ATLANTA
6. PHILADELPHIA
7. CHICAGO
8. ST. LOUIS
9. FORT WAYNE
10. PITTSBURG
11. DENVER
12. SAN FRANCISCO
13. MINNEAPOLIS
14. TORONTO
15. ALBANY
16. NEW YORK

A Gentleman

A gentleman is clean inside and out—a man who looks neither down to the poor, nor up to the rich; who is considerate of women, of children, and of everybody; who is too generous to cheat and too brave to lie; who takes his share of the world and lets others have theirs; who can win without bragging and lose without squealing.

Crooked things do not grow high. Crooked men are always the low-down, the crawlers and the creepers. Compare the oak and the pine with the poison ivy and the thistle, a foot-runner with a foot-pad, a man with a mannikin, honor with dishonor.

THE HOEHRING MIXER.

Lubricating Standing

A Little Dissertation by H. W. Brown

Apropos of the Lubricating Contest, we have a letter from H. W. Brown, Memphis Manager, which handles Lubrication possibilities very intelligently. It is as follows:

"How would I sell on an average one lubricating outfit per week? There is always some fellow that will tell you 'it can't be did.' A certain 'doubting Thomas' (not meaning E. E. Thomas) wants to know what I would do if I had to sell one lubricating outfit per week. I'd sell them. HOW? By finding and calling on every user of lubricating oils. I would not be simply a tank salesman. I would be an expert on the storing and handling of oils. If I were a doctor or a lawyer, I'd be a specialist. Since storage and distribution of oils is my line, I am a specialist. In terms of the doctor—as an oil storage specialist it is my duty to first diagnose the case before prescribing. This must be done with diplomacy, for it frequently happens that the prospect doesn't even know that his present system for storing or handling oils is even sick. Yet many are in a dangerous condition.

"A doctor cannot successfully prescribe until he sees the patient. Neither would I attempt to recommend and quote on lubricating equipment until I had thoroughly gone over the ground, learned the oils to be handled—the manner of distribution, whether in one to five-

gallon quantities or small amounts, whether a battery of outfits for central distribution, or single outfits for each department is most suitable. I would know the characteristics, price, etc., of each oil handled. I would make it a point to give the prospect service by helping him to solve his problems before the sale is mentioned.

"If you have the expert knowledge of your line and of oil storage, the prospect will not have to be told—he will recognize it and will begin to ask your opinion on certain things concerning his plant or business. When he does give him the best you have—forget about the order—help him, and it will be the best sales talk you ever made."

As he says, we should analyze every situation, but before we can analyze we must call upon every user of oil. In short, the only way to get lubricating business is to go after it.

The contest is warming up. Philadelphia "opened" the campaign in first place and has been close to the top ever since.

E. B. French with his "Senators" edged into first place and held it until Prince with his "Sons o' Guns" from Dallas elbowed his way to the top of the heap.

Right on down the line there have been enough changes in the lineup to make every manager keep his men right on their toes.

The standing for the 23rd of March is as follows:

District Office Standing in Lubricating Contest

March 23, 1918

- | | | |
|-----------------|--------------|-------------------|
| 1. DALLAS | 6. PITTSBURG | 11. DENVER |
| 2. MINNEAPOLIS | 7. TRI STATE | 12. ALBANY |
| 3. PHILADELPHIA | 8. ATLANTA | 13. SAN FRANCISCO |
| 4. WASHINGTON | 9. MEMPHIS | 14. TORONTO |
| 5. ST. LOUIS | 10. CHICAGO | 15. NEW YORK |
| | | 16. FT. WAYNE |

Branch Office Changes

J. R. Sibley, Boston Mgr.

Mr. Sibley came with the Bowser Company about 1908 as an Engineering Salesman in the old Boston Office under District Managers D. A. Corey, now executive Engineer, and H. E. Anderson, who is now London (England) Manager of the Bowser Company.

Later Mr. Sibley was made Superintendent of Engineering Sales in the Boston Office, leaving the Bowser Company about 1914.

When Mr. Sibley again took up work for us in 1916, he was assigned to important special sales development work in the New York Office and there he did some very remarkable work among the large organizations of the United States, whose headquarters are there located.

Mr. Sibley takes with him into his new office a wealth of experience. A big business-getter himself, he is just the man to help our boys produce in New England.

Mr. Sibley will direct the sales work of all Bowser Salesmen in the Boston Metropolitan District.

E. W. Sherburne E. E. Springer

Mr. E. W. Sherburne, who was associated with the Denver District as assistant to C. C. Barnett for over a year, and who was called to Fort Wayne last month to take a finishing course in our Engineering Department, has now been assigned to important Government work in the Southern States. Mr. Sherburne's ability as assistant to Mr. Barnett and his sales ability as demonstrated by the special sales work and the assistance he gave salesmen in the Denver District, particularly qualifies him for his new

work. We feel sure he will capably fill the new position to which he has been advanced.

To fill Mr. Sherburne's place, Mr. E. E. Springer of the Home Office Central Division Sales Department has been transferred to Denver. "Jim" Springer has been with this Company several years and because of his experience in handling orders, he should be a valuable assistant to Mr. C. C. Barnett, Manager of the Denver Office.

Walter F. Eastman

Assistant to H. C. Storr, Pittsburgh Manager.

Mr. W. F. Eastman came with the S. F. Bowser Company in 1911. His excellent work in the city of Boston came to the attention of the Executive Sales Department and he was given territory in Milwaukee, Wis. There he made a record for himself, both as a salesman and as manager of the Boston City Sales.

Because of his extensive sales experience, Mr. Eastman will prove a valuable assistant to Mr. Storr in Pittsburgh.

C. L. Powell

Mr. C. L. Powell, formerly assistant to Mr. H. C. Storr, has been assigned to special sales work. While he will act under the special direction of the New York Office, his activities will include special work in Governmental Sales in the vicinity of New York.

Mr. Powell's experience as assistant to Mr. Storr in the old Harrisburg Office has given him a wealth of experience which will be of great assistance to him in his new work.

Before coming to the Bowser Company, Mr. Powell spent several years in China and the Far East in sales work.

W. H. Halewood

Mr. Halewood is now assisting Harry Christie in saleswork in Canada.

Mr. Halewood has been a member of our organization for years. He used to work in the Home Office Collection Department. Two years ago, however, he was transferred to Toronto to take care of collection matters there. Mr. Halewood has always been a most conscientious and industrious Bowser man. His fine work in Fort Wayne and Toronto makes his success with Mr. Christie assured.

L. L. Wildman

Mr. L. L. Wildman of the Home Office Collection Department has been sent to Toronto to take charge of the collections. Mr. Wildman came with this company in 1916. His very excellent work has been instrumental in making his promotion possible.

That he prospers and makes a successful record for himself in Canada is the desire of his friends and acquaintances.

A Short Story

(Written for THE BOOMER)

Let us tell you about our youngest salesman who began selling the BOWSER Line six months ago and who now is one of our biggest producers.

To begin with, he was young, and without sales experience.

To him, however, his youth and inexperience proved to be his chief business assets. He had so much "pep" he was continually ambitious to do. He had so little knowledge he was hungry to learn. And so he began doing and learning the moment he landed in his territory.

All day long he watched himself sell the line. Whenever he found a chance to improve his arguments he improved them. He studied human nature. He refrained from pessimism be-

cause he knew that element was destructive. He saw with his mind as well as his eyes. He was alive on his job, not dead.

Evenings he studied our line; read his bulletin books; figured out how our equipment was installed; learned about parts. He read books on salesmanship; studied the legal side of order writing; studied good English; read up on etiquette, on dress. (Kid that he was, he manfully put away his yellow neckties and red silk socks.)

He purchased magazines and books treating on the war situation. Reinforced with statistics and a thousand up-to-the-minute facts, the boy outargued every calamity howler in his territory.

He was prompt about making out his Daily Reports, and he saw to it that his Calling List was his daily guide.

Mail from the district office he learned by heart. As for letters from our G. M. and G. S. M.! He put them away in lavender.

Lastly he took a correspondence course in up-to-date Sales Methods.

He constantly lived up to a private belief of his own: namely, that the more he did the more he could do.

Now for the climax.

One dark and stormy night this young man received a brief special letter from our G. S. M. It read: "Congratulations. The consistent business you have been sending in is splendid. A number of our experienced men reported no Bowser equipment could be sold in your territory."

Toronto "High Five"

March 15, 1918

1. C. B. BREMNER
2. S. G. ADAMS
3. H. O. CUDDIE
4. J. M. ROY
5. J. W. FREEMAN



The Thrift in Bowser Service

Kerosene Possibilities

In considering kerosene possibilities Jack Burrows, Manager of the Tri-State District, brings out some very interesting points in a letter addressed to salesmen and recalls to mind some interesting things which should be considered carefully before we "pass up" Kerosene business.

He says in part:

"As you know, our business was founded on Self-Measuring Storage equipments for Kerosene, and notwithstanding progress made in lighting systems, there has never been a time when conditions were as favorable as they are right now for the sale of Kerosene Outfits.

"For years past, the oil companies, especially the largest ones, have done everything possible to increase the sale of Kerosene—urging the use of it in place of Gasoline in engines, the use of high-grade Kerosene Stoves, Lamps, Lanterns, etc. And because sales of Gasoline were so much greater in proportion than sales of Kerosene, they had a surplus of Kerosene.

"But now conditions seem to be reversed. Consumption of Kerosene has increased beyond all expectations. Many dealers are unable to fill their customers' requirements. Merchants should forearm themselves against delayed shipments, embargoes, etc.,

By having ample storage—storage that is clean and safe will not cause losses—in a word, Bowser storage.

"Think of what an increase in burning Kerosene has been created by the use of thousands and thousands of Kerosene stoves, both for heating and cooking, on account of the coal shortage even in the large cities, where many salesmen have had the idea that it is hard to sell Kerosene Storage.

"Cut 63, this year, may be sold as a Kerosene Outfit; it is particularly adaptable to the use of those who handle only small quantities. It is standard with quart pump, but can be equipped with half-gallon pump by making additional charge of \$8.00. No accessories may be added, except that when sold for Kerosene a large tip will be furnished on nozzle."

The Kerosene business is to be gotten if we will only go after it.



HER SOLDIER

Now I lay me down to sleep
I pray the Lord my soul to keep.
God bless my brother gone to war
Across the seas, in France, so far.

Oh, may his fight for Liberty,
Save millions more than little me
From cruel fates or ruthless blast
And bring him safely home at last.

**Democracy With Its Dependents
Must Be Protected**

Be 100 Per Cent Efficient—Subscribe to the Third Liberty Loan.

Standing of Forty High Men Volume of Business

April 8, 1918

Salesmen's Names	Office
1. W. B. Stamford	Philadelphia
2. W. C. Halsey	Albany
3. C. B. Bremner	Toronto
4. J. T. Gibbons	Washington
5. J. G. Phipps	Pittsburgh
6. R. Coddington	Denver
7. R. W. Maxey	Memphis
8. O. T. McKissick	Dallas
9. L. L. Brown	Dallas
10. W. H. Trammell	Atlanta
11. F. H. Peebles	New York
12. B. A. Deffler	Tri-State
13. S. G. Adams	Toronto
14. G. W. Scott	New York
15. T. H. Moseley	St. Louis
16. G. Walker	Atlanta
17. S. F. Taylor	Albany
18. B. B. Bates	Dallas
19. M. C. Benham	Minneapolis
20. H. A. Vortigern	Philadelphia

Salesmen's Names	Office
21. N. Brown	Dallas
22. C. Bennett	Dallas
23. E. S. Stetzel	Memphis
24. C. L. Speight	Washington
25. R. W. Jewel	Denver
26. W. W. Scruggs	Memphis
27. C. M. Hunter	Atlanta
28. W. B. Offerle	Pittsburgh
29. C. E. Joyce	Dallas
30. C. W. Morgan	Dallas
31. L. D. Baker	San Francisco
32. W. C. Sutton	Fort Wayne
33. B. C. Sargent	Dallas
34. W. F. McKillop	St. Louis
35. C. H. Pridley	St. Louis
36. L. C. Tanner	Dallas
37. K. F. Hessenmueller	Pittsburgh
38. C. H. King	Toronto
39. F. W. Swerer	Denver
40. J. J. Connelly	Chicago

District Office Quota Standing

13th Quota Week Ending April 6, 1918

DIVISION "A"

1. DALLAS	- - B. L. Prince, Mgr.
2. SAN FRANCISCO	D. S. Johnson, Mgr.
3. MEMPHIS	- - H. W. Brown, Mgr.
4. ST. LOUIS	- - L. E. Porter, Mgr.
5. ATLANTA	- H. C. Carpenter, Mgr.
6. TORONTO	- Harry Christie, Mgr.
7. ALBANY	- - W. M. Mann, Mgr.
8. FT. WAYNE	A. W. Dorsch, Mgr.
9. PITTSBURG	- - H. C. Storr, Mgr.

DIVISION "B"

1. WASHINGTON	E. B. French, Mgr.
2. DENVER	- - C. C. Barnet, Mgr.
3. TRI-STATE	J. W. Burrows, Mgr.
4. MINNEAPOLIS	R. R. Safford, Mgr.
5. NEW YORK	- E. J. Little, Mgr.
6. CHICAGO	- T. D. Kingsley, Mgr.
7. PHILADELPHIA	J. P. O'Neil, Mgr.

District Office Standing in Kerosene Contest

April 6, 1918

- DALLAS
- MEMPHIS
- WASHINGTON
- CHICAGO
- TRI-STATE
- ATLANTA
- PHILADELPHIA
- ST. LOUIS
- FORT WAYNE
- DENVER
- MINNEAPOLIS
- PITTSBURG
- SAN FRANCISCO
- ALBANY
- TORONTO
- NEW YORK

District Office Standing in Lubricating Contest

April 6, 1918

- PHILADELPHIA
- MINNEAPOLIS
- DALLAS
- WASHINGTON
- ST. LOUIS
- DENVER
- PITTSBURGH
- TRI-STATE
- ATLANTA
- SAN FRANCISCO
- MEMPHIS
- ALBANY
- CHICAGO
- TORONTO
- NEW YORK
- FORT WAYNE

We're Puzzled!

By George! We are in a predicament.

Almost every day we get a letter telling of some especially fine piece of sales work—how some salesman has gone out and lured from its obscure hiding place a fine order. They are all *big* ones that come to our attention, calling for twenty-five or thirty 63's, or a dozen 115's, etc., *ad infinitum*.

Now, we could fill our pages with these exploits. We could make every one of our readers either green with envy and thus stimulate them to greater endeavor, or we could stir some "doubting Thomas" to say, "Oh, shucks! It's his territory," or "Rats! I did better than that last week," and the net result would be that the next time a BOOMER put in its appearance it would be chucked in the waste basket.

Now we want this BOOMER to be read! Our aim is to make it peppy enough to interest everybody. We are anxious to tell of fine sales work, are tickled to death to publish sales arguments. As a matter of fact, our "tongues are hanging out" for this material, but when it comes to telling only of results in dollars and cents, we can't see it! BECAUSE—many a little dinky order for a Cut 20 Transfer Pump has made some salesman sweat in putting it over. And many a Cut 63 has been sold in the face of objections which showed the real mettle of the man who had control of the order book.

No, siree! Quantity never was the indication of quality.

Now—if some of you fellows who come in here to our sanctum sanctorum and spin yarns by the hour tell fish stories, etc., will slip us a little inside dope, we're with you!—solid!

With spring opening up, the old fishin' hole ought to be "producing." So, come on with it!



Memphis District Installation

The photographs of this group were taken in and around Memphis, Tennessee, and were sent to us by H. W. Brown, Memphis Manager.

Atlanta's "Five Top-Notchers"

April 3, 1918

(Total Business Secured)

1. M. A. ASHLEY
2. LAVERGNE BLUE
3. D. S. MACRAE
4. O. P. HARRISON
5. M. B. LONG

(Largest Volume of Kerosene and Lubricating Business)

1. M. A. ASHLEY
2. D. S. MACRAE
3. J. W. SEALEY
4. O. N. GILLETTE
5. DENVER MOORE

Look out for St. Louis. Jesse L. James has been engaged by Manager Lou Porter. 'Sa fact!

Business Must Proceed

Opportunities were never better than *now*. Winter wheat looks fine. Spring rains are coming at intervals. Nature is with us to produce big crops and assure a conclusive victory for the Allies. Business must be kept up at high tension to produce money to finance this war. Your duty as a business man is to be conservative in your home expense—to be persistent in your work—to make big money by improving every opportunity—to be prodigal toward the Government and—

HELP WIN THE WAR!

L. E. PORTER,
St. Louis Manager.

Memphis "Big Six"

March 25, 1918

1. W. W. SCRUGGS
2. H. A. DUDLEY
3. E. W. MAXEY
4. E. S. STETZEL
5. P. C. STUBBLEFIELD
6. C. J. CANNON

Proved Worth

March 17, 1918.

S. F. Bowser & Co.,
Fort Wayne, Ind.
Gentlemen:

I am just placing my order for my third Bowser tank and wish to tell you that the two kerosene outfits have given me the best kind of service and I am now buying a curb outfit for gasoline because I know it will be right.

Yours truly,
THOMAS LLOYD.



**Thomas Lambert, Dal-
las Correspondent**

Mr. Tom Lambert, of the Dal-
las Office, has joined the *great*
cause, too. For over a year when
inspirations met him" amidship,
Tom has been BOOMER and
BOOSTER Correspondent. We've
appreciated his interest and now
hope he will understand that we
appreciate his heroism in putting
aside his pen to shoulder a gun.

Best wishes, Tom. May we
claim you as war correspondent
until you return from having
"licked Germany"?

Albany's "Tenacious Ten"

April 6, 1918

1. W. C. HALSEY
2. J. G. ROBERTS
3. J. J. LYONS
4. A. G. LOCKE
5. L. T. RAND
6. F. H. RICHARDSON
7. R. A. DUSAULT
8. C. R. ROSS
9. N. A. RING
10. C. H. EASTMAN

When a man falls down, his tem-
per generally gets up before he does.

"What becomes of the old moons,
pa?"

"The old moons, my son? Why,
they die of new-moonia, to be sure."

"What will the present year
bring forth?" asks an exchange.
"Bring Forth of July, of course."

Dallas 100% Quota Men

April 2, 1918

Salesman	Repeat
1. THROOP	8
2. BROWN, L. L.	11
3. LEWIS	6
4. TANNER	9
5. SMITH	6
6. WILLIAMS, R. T.	7
7. BROWN, NOD	12
8. WHITE	3
9. JOYCE	9
10. MATTHEWS	8
11. MORGAN	10
12. FOSTER	7
13. SARGENT	7
14. CLARK (tied)	7
14. KING (tied)	2
15. BATES	8
16. SULLIVAN	10
17. McKISSICK	10
18. CLEMENT	7
19. GOOLSBY	8
20. GUNN	6

Tri-State "Quota Getters"

April 1, 1918

Salesmen	Repeat
1. F. C. RICE	6
2. W. P. SHEPHERD	5
3. B. A. DEFFLER	7
4. C. L. HUFFMAN	4
5. A. C. VAN AUKER	2
6. V. P. BENNETT	2
7. A. J. BEVERLIN	3

French Decides to "Cinch" the Cup

You know "Success begets
Success." Now that we are suc-
ceeding, it should be easier for
us to hold our lead than to drop
back and try to regain it. If you,
individually, will secure your
proportionate business weekly,
there will be no regrets. Keep
up the fight and see it to a finish.
Your interests, Washington Of-
fice's interests and the Company's
interests are all involved.

E. B. FRENCH,
Washington Manager.

To Whom It May Concern:

We cheerfully state that we have
been using constantly a five-gallon
self-measuring castor oil tank for
more than ten years, made by the
S. F. Bowser Company, Fort Wayne,
Ind. It has been more satisfactory
to us than any tank or measuring
outfit we have ever used in a busi-
ness experience of thirty-five years.
We would not be without one for
twice its cost.

Sincerely,
ENGLISH DRUG COMPANY,
Monroe, N. C.



*Are You a Member of
a Thrift Stamp Club
in Your Home Town?*

*If not, join one and help save for Democracy. Be
the "Moving Spirit" and form one if it does not
exist. Every Bowser salesman should be taking an
active part in the conservation of American Resources.*

A Boomer for Everyone

Did you get your April 1st BOOMER? If not, tell us the address on the last one you did get. We insist that every salesman should have a BOOMER and, by heck, We'll see that he does, if he tells us he hasn't. See?

We can understand why Toronto boys sometimes get theirs late, for THE BOOMER must go through the Customs House and this takes from five to six days' time, but the rest of you should get yours pretty close to the actual publication date.

The April 1st BOOMER was mailed on March 30th—at noon!

Pay Your "Overhead" with the Kerosene Line

The increase in living and traveling expenses makes it necessary for you to economize, conserve your time and increase your earnings. When you work a town, work it right. Do not call upon two or three people and then jump to the next town. This will save you railroad fare, conserve your time and enable you to pick up some business now being overlooked.

The commission on a Kerosene Outfit will buy a lot of Thrift Stamps and War Saving Certificates. Would like to offer as a suggestion that every time you sell a Kerosene Outfit you figure the commission and put it at once in War Saving Certificates. By working the Kerosene line and doing this, you will be helping Uncle Sam, yourself, your customer and your company. You will be surprised when the year is over as to the amount of money you have earned and saved because of pushing Kerosene Outfits.

D. S. JOHNSON,
Western Manager.

The most afflicted part of a house is the window. It is full of pains; and who has not seen more than one window blind?

Mr. Geary Lewis has entered the Washington Office as Sales Promotion Correspondent.

Mr. Lewis will be remembered as correspondent of the engineering sales when Mr. E. H. Briggs was manager of that department. In 1914 Mr. Lewis assisted in Private Garage Promotion work.

We wish Mr. Lewis much success in his new work.

Backbone vs. Wishbone

Proportionately, if a man's backbone weakens, his "wishbone" develops.

The nine-dollar-per clerk wastes his time wishing he had the luck of a Rockefeller, a Carnegie or a Morgan—wishing that he had this, that or the other job—continually wishing.

The material parts of the human body, muscle or bone, develop only by usage. There is not, in nature, any spontaneous generation; everything comes by propagation.

Which are you developing—your backbone or your "wishbone"? By constantly using your "wishbone" it will develop in undue proportions. On the other hand in properly strengthening your backbone, you should have no cause to wish.

"Brace up"—stand erect; strengthen your backbone—also your jawbone. Learn to say I WILL instead of that monotonous "I wish." The world bestows prizes on men with a backbone, while to those with a "wishbone" asking for fish she gives a serpent.

Motion propagates motion, and life throws off life. Wishing you were fabulously rich leads you to the bread line.

KRAFT.

New York's "High Five"

April 6, 1918

1. G. W. SCOTT
2. F. H. PEEPLES
3. F. J. LIBBEY
4. J. A. GRANNIS
5. H. DALGAARD

Fort Wayne High Men

April 3, 1918

High Ten, Business to Date

1. W. C. SUTTON, Indiana.
2. W. A. ARMSTRONG, Michigan.
3. J. T. PRIDE, JR., Kentucky.
4. J. W. CARLSON, Indiana.
5. E. J. GOODMAN, Michigan.
6. J. B. HAGAMAN, Michigan.
7. C. A. MATHISON, Michigan.
8. H. E. CONN, Indiana.
9. PHILIP CARLTON, Michigan.
10. C. B. SUNDERLAND, Indiana.

Three High, Lubricating Contest

1. W. A. ARMSTRONG, Michigan.
2. W. C. SUTTON, Indiana.
3. J. W. CARLSON, Indiana.

Three High, Kerosene Contest

1. R. HENSEL, Kentucky.
2. A. J. HART, Kentucky.
3. J. T. PRIDE, JR., Kentucky.

The Spirit of 1918

Supt. J. L. Rhoads of our Albany Warehouse quoted us the following excerpt from a letter written him by the E. V. Stratton Motors Company, Incorporated, Albany, N. Y.:

"If you purchase merchandise in Rochester, Syracuse or Utica for delivery to you here, we invite you to 'phone us when you next have any coming thru, as we will frequently be driving Selden Trucks over the road and in these days of congested transportation we could save you some time. There will be no charge."

This shows the present tendency of a great many business concerns "to help out" these war days in every way they can. The spirit is most commendable and should fire us all with a patriotic desire to be of as much service to our country individually as this firm is of service co-operatively.

Come Across!

Some of you "Black 241 for Kerosene" salesmen slip us some dope as to how you do it. There's a big audience waiting to hear from you.

BOWSER
BOOMER

PUBLISHED SEMI-MONTHLY BY
S. F. BOWSER & CO., Inc.

Fort Wayne, Indiana

Manufacturers of Oil and Gasoline
Storage Equipment

H. J. BRADSHAW, Editor

THE BOWSER BOOMER IS THE MAGAZINE
OF THE BOWSER SALESMEN
OF THE WORLD

It is published in their interests and its view-
point reflects their aims, activities and ideals.
Every salesman is entitled to a copy.
News items, photographs, sales arguments
from all are welcome.

Vol XVII APRIL 15, 1918 No. 8

Your Part in the Liberty Loan Campaign

We are daily receiving letters from Bowser boys in training camps in America, in France and in the Navy.

They all have one tone, that of optimism—a tone of good cheer that indicates their willingness to do their part in the great struggle for the Reign of Right. Particularly is it noticeable that they are advancing physically and mentally.

These letters are written by men and boys who might consider that they have never had a chance in the commercial world. Some of them have, no doubt, been required to forego schooling, it being necessary that they go out into the world and become bread winners.

These boys are now having an opportunity to learn, for Uncle Sam is providing in all camps and on all vessels mediums for education. Coupled with this is the removal of boys from unhealthful surroundings and, from associates who tend to discourage advancement. They are being led by discipline to do those things which make for better citizenship.

Their hours of recreation are carefully planned. What they shall and shall not do is determined. Their hours of rising and retiring are such as make for sobriety. All of the soldiers advise that they have gained in weight.

One young man advises us: "Our course is subdivided into five courses, each of two weeks' duration. The courses are as follows: Transportation, finance, accounting, supplies, construction, repair and administration."

Think of the grasp such a chap will have upon civic and business affairs when he will have laid down his sword for a commercial "plow share." Multiply this young man's experience by a million or two! Think of the moral stability that will be inculcated in the rules of ethics which such young men will make their own.

Surely we are on the verge of a commercial and moral awakening which in itself will more than compensate us for any loss we may suffer.

These boys are going out into the world to fight for right, to restrain an unruly neighbor, as it were, and like David, who appeared before Goliath, the Philistine, they do not necessarily have to die that their desire be accomplished. Rather are they protected by the Law of Right, for which they are striving.

Let us do our part. Let us carry the smile of honest endeavor, the desire to do our duty as the army fighting in the rear, for upon the progress of this vast number of people largely depends the possibilities of success for our boys in the fighting line.

Let us buy Victory and Liberty Bonds, War Savings Certificates and Thrift Stamps. We must give of our resources unstintingly. Analyze every thought and deed and make them answer the question, "Am I supporting the Government at Washington, at Ottawa, at London, at Paris, at Rome?"

Regard all thoughts as unworthy if they do not pass this test.

Your Approach

To know your line is indispensable or, as the French say with a shrug, "*Cela va sans dire*"—to have at hand all facts regarding equipment, its uses, its application, its construction is most essential; but to know the best way to approach a customer is a prerequisite to successful selling.

What shall be said to win each prospect's interest? This question lies uppermost in the minds of all salesmen. It seems a simple matter for some men to go into the corner grocery; for others to go into the small public garage where the man in overalls is the proprietor; and for others to call upon the big merchant ensconced behind a "Private" door, or upon manufacturers.

To all alike, however, big and little, there is unquestionably one best thing to say or do.

It is not the aim of this article to point out the "means to the end." Rather is it written in the hope that those who peruse it may be encouraged to analyze each call more carefully in an endeavor to make each call more productive.

There is one basic principle which applies to even ordinary intercourse with men, and that is *sincerity*. Without it no one can be approached successfully, interviewed satisfactorily or sold profitably.

There are argumentative buyers, often handled best by letting them have their own way, for the obstreperous man had better be allowed to talk himself out. All of them will give you valuable hints while they talk about their objections to buying Bowser equipment and, it is only neces-

A PICTURE EDITORIAL



Makes
Good



And
Good
Habits
Make



With
Health



Becomes
Second
Nature
and Wins



As
Well
As



Jobs
Bring



And
Money
Spells
Material



sary that you keep your thoughts alert to bring them to the dotted line.

The silent buyer must be approached with caution. It is often hard to draw him out, but draw him out you must if you will be successful.

Every man has a special way of being approached. A salesman must gauge his methods upon his experiences with buyers. Learn the tricks of personality that win attention and in that way come to KNOW the best ways to approach customers.

"The Five Leading Senators"

Washington District
April 4, 1918

1. A. L. CORBIN, Chatham, Va.
2. C. L. SPEIGHT, Stantonsburg, N. C.
3. J. T. GIBBONS, Washington, D. C.
4. C. C. CLAGGETT, Clarksburg, W. Va.
5. W. A. BILLINGS, Durham, N. C.

Lieutenant Roberts Is Wounded in France

Lieut. Charles Glen Roberts, of the field artillery of the Rainbow Division, a son of N. L. Roberts, of our Atlanta Office, has been slightly wounded in action in France, according to a telegram received Saturday from the adjutant general at Washington. The telegram bore no details, and Mr. Roberts is anxiously awaiting some further word.

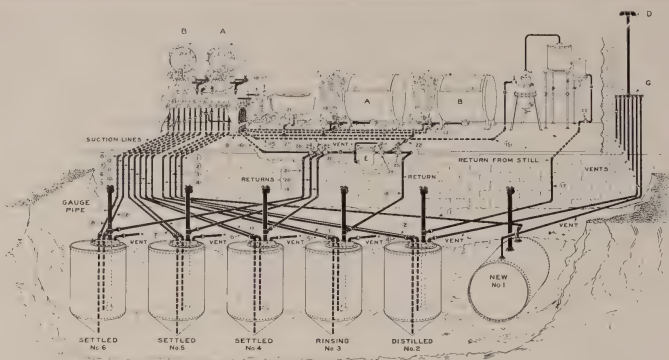
Lieutenant Roberts was in Purdue College, at Lafayette, Ind., when war was declared last April, and was a candidate in the first officers' training camp at Fort Benjamin Harrison, Indiana. When graduated from that camp, Lieutenant Roberts was transferred to Camp Taylor, at Louisville, Ky., where he spent only a short time and from where he was transferred to Mineola, N. Y. At that place the young man was assigned to the "Rainbow Division," composed of na-

tional guard troops of many states, which organization was the first complete national guard unit to be sent over seas.

False Economy

Short sighted economy to-day is merely giving aid to the trade enemy of the future. It is all right to save for victory, but it is equally necessary to spend for victory. Our triumph on the actual battlefields of war must be bulwarked on the business battlefields of peace. Every dollar put into new machinery, every fresh enterprise launched now constitutes just so much antidote against the inevitable German economic aggressions of peace, when Germany will concentrate all her genius of efficiency and organization upon the supreme effort to come back commercially. It is no time for business slacking in the United States.—*Saturday Evening Post*.

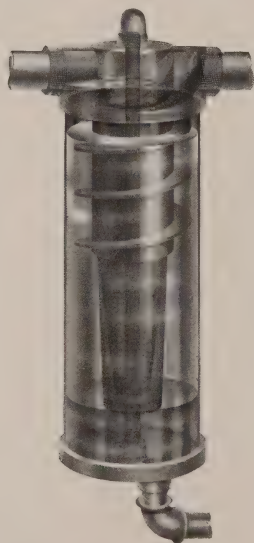
The most curious thing about a falsehood is that it can get over so much territory by simply lying around.



Bowser Standard Dry Cleaning System

Here is shown the Bowser Standard Dry Cleaning System installed. The gasoline can be pumped from the underground tanks to washers or still, or from washer to washer, or from washer to still.

The cone bottom tanks permit the greatest amount of precipitation of foreign matter and allow the precipitate to remain undisturbed when gasoline is being drawn.



Cut 255 Separator

Cut 255 Separator is a device which removes water from gasoline by centrifugal force. It is a part of the Standard Dry Cleaning System and when specifically ordered (see price book) can be added to the Premier Dry Cleaning System.

The Standard Dry Cleaning System is so arranged that no dirty or settled gasoline can be drawn through the Cut 255 Separator, while in the Premier System, with only one pump, care must be exercised that the by pass provided is used when dirty or settled gasoline is being drawn.

When a second Cut 710 pump is added this danger is absent for then the system acts, in all essential details, like a Standard Dry Cleaning System.

The Cut 255 Separator is very substantially made of brass and iron castings.

DRY C

Get Ready for t

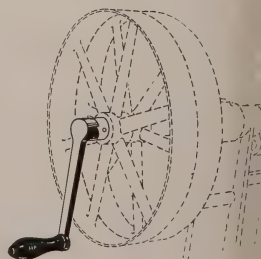
All Bowser Systems A



Cut 251 Do

This is the Cut 251 Do
distilled gasoline is handle
and settled gasoline is han
no way connected.

The valves on the fro
no mistake can occur. It



ANING

'Spring Drive'

y Cleaning

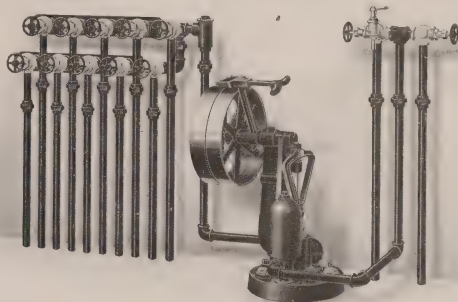
Fireproof



able Pump

Table Pump. New and
one pump and all dirty
n another. They are in

plainly labeled so that
"proof.

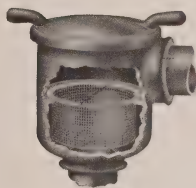


The Bowser Premier Dry Cleaning System

This system combines all the salient features of the Cut 251—the same tanks, washer strainers, master strainer, valves, a water separator, when specially ordered (see price list). In the Premier System all gasoline is handled through one pump, but if so desired and specified (see price list) a second pump can be added.

The Premier is a very satisfactory outfit for a small cleaning plant. By the addition of a Cut 255 Separator for new gasoline, water can be entirely eliminated from gasoline.

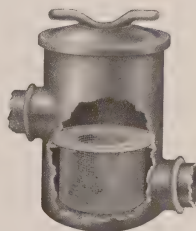
If no power is available, a handle can be furnished for operating the pump. (See cut.)



**Cut 253
Washer Strainer**

This device is installed at each washer and catches all buttons, etc., which becomes separated from garments in the process of cleaning.

(See bulletins.)



**Cut 258
Master Strainer**

This is a substantial "trap" through which all gasoline must pass which is drained from washers into settled tanks.

Note that it is provided with a quick acting cover which can be removed by a quarter turn. The two screens provided catch most of the sediment in the gasoline and all lint, etc., which might get by the washer strainers.

Ratchet Handle

This illustration shows the Ratchet Handle which can be furnished on the Cut 710 pump where no power is available. In case the Ratchet is furnished, no tight and loose pulley or belt shifting device is furnished.



J. O. McCracken's Son Kills Sixteen Hundred Pound Bear

What can a young man do today, now all the dragons are dead? Harold W. McCracken, son of J. O. McCracken, veteran Bowser salesman, has solved the riddle.

Young Mr. McCracken journeyed up into the southern end of the Alaskan peninsula near the Behring Sea and shot eight bears. The largest, a Kodiak Grizzly, weighed sixteen hundred pounds. From tip to tip the pelt measured twelve feet and four inches. The skull was twenty inches long; the fur five inches deep. Mr. McCracken refused seven hundred round American dollars for the skin.

Mr. Harold W. McCracken is an archaeologist. He went to King Cove, Alaska, for the Ohio State University to collect specimens and data now on exhibition in the archaeological museum on the Ohio State campus. Besides the bear Mr. McCracken shot caribou and various northern aquatic birds. The fact that his father is a Bowser Pacemaker surely accounts for some of his courage and daring in going after big game.

Mr. E. Steinhauser, of the Pittsburgh Office, has become a Benedict—just the date we do not know.

We extend our congratulations to Mr. Steinhauser and our best wishes to the bride.

Denver "Daring Doers"

April 1, 1918

YEARLY VOLUME

1. R. W. JEWEL
2. R. CODDINGTON
3. H. U. EARLE
4. R. E. ERWIN
5. J. H. WILSON
6. F. W. SWERER
7. W. V. CRANDALL
8. F. H. KILVER
9. J. F. VONDEREMBSE
10. R. J. CODDINGTON
11. C. I. BENFORD
12. J. L. COCHRAN

MONTHLY QUOTA PERCENTAGE

- R. W. JEWEL
- R. J. CODDINGTON
- R. CODDINGTON
- R. E. ERWIN
- J. H. WILSON
- J. F. VONDEREMBSE
- F. H. KILVER
- H. U. EARLE
- C. I. BENFORD
- W. V. CRANDALL
- F. W. SWERER
- J. L. COCHRAN

The Poison of Worry It Achieves No Results of Any Importance

The National Public Health Service, located at Washington, is adding to its usefulness by leaps and bounds. It is assisting the Nation in the solution of gravely important problems. In one of its recent bulletins it warns us of the poison of worry.

"No bird tries to build more nests than its neighbor," it says. "No fox ever fretted because he had only one hole in which to hide, no squirrel ever died of anxiety lest he should not lay up enough nuts for two winters instead of one, and no dog ever lost sleep because he had not laid aside sufficient bones for his declining years."

The principal source of worry for most of us is financial in nature. Our needs seem to grow in nearly all cases with our incomes. The poorest man often has an income that runs into the hundreds of thousands. In the opinion of a writer in *Physical*

Culture, any man is poor who spends beyond his income. The man who makes a hundred thousand a year and spends a hundred and twenty-five thousand is poor. The man who makes twelve hundred a year and spends a thousand is rich. Riches are not always measured by one's income or possessions. They are measured by one's requirements. The richest man is he who requires the least.

Anyway, regardless of one's financial status, no results of any importance were ever achieved by worry. Careful thought is necessary to solve the many problems that come into our lives, but the less worry associated therewith, the better.

Good Sales Arguments Appreciated

Leo D. Baker, 1917 Pacemaker, from the San Francisco District, is making arrangements for a place at the 1918 Pacemaker banquet table. That's just what every man should be considering at this moment. With April past only two-thirds of the year remains.

Mr. Baker asks us for more sales arguments in *THE BOOMER* and we would like to hear from more of you salesmen as to your methods in landing the "tough ones."

He says, "Let's have still more of the sales talks and 'how' stuff by the fellows who are really doing the big things. The longer I sell the 'Bowser' line the more interested I am in how the other fellow handles his tight places."

It occurs to us that *he* should hand us some of his methods, just to start the ball rolling.

"Were you carefully brought up, young man?" said the merchant to the applicant for a position.

"Yes, sir," he replied, "I was brought up on the elevator."

Impressions of Our Detroit Office



C. F. Comstock

One of the members of THE BOOMER reporting staff happened to be in Detroit a couple of weeks ago. A visit to the Detroit Office seemed apropos, so, accompanied by a friendly rain stick, a fountain pen and a scratch pad, the reporter found 1035 Woodward Avenue.

The first commendable thing about the Detroit Office is *Good Advertising*. From any angle of the block upon which this office is located may be seen the gold-lettered sign, S. F. BOWSER & COMPANY, Inc. And from any angle of the block may be seen Bowser equipment displayed behind clean plate-glass windows.

The next praiseworthy feature is the interior of the office. A customer desirous of purchasing a Bowser outfit is instantly attracted by the neat and business-like arrangement of the splendidly equipped showroom, and by the privacy of Mr. Comstock's and Mr. Armstrong's office loca-

ted directly back of the display room, where business transactions may be consummated without disturbance.

The Detroit Office was established a little over seven years ago. "Jack" Armstrong, "Wallie" Armstrong's brother, was then Factory Salesman and Carl L. Hobrock was handling the general line. The office at that time controlled the right to sell our equipment only in the City of Detroit and in Wayne County. Since, seven counties have been added to Detroit's jurisdiction.

At present C. F. Comstock is head salesman of the office and W. A. Armstrong is head of all engineering sales work.

The duties of these two men are in no way related. Mr. Comstock has the responsibility of directing the road force, composed of C. A. Mathison, R. J. Goodman, J. Ben Hagaman and Phil Carlton—all 1917 Pacemakers—and, in addition to this, Mr. Comstock takes care of the office. Mr. Armstrong, as head of engineering sales work, has all of his time taken up selling the factory line, taking care of his correspondence and sowing seed for future business. Mr. Armstrong has done some exceptionally fine sales work during his three years of service in Detroit.

Both Mr. Comstock and Mr. Armstrong have had much in the way of Bowser experience to fit them for their present positions. Mr. Comstock spent four years traveling for our firm out of New York City and through the Central West. On the other hand, Mr. Armstrong was one of this company's installation experts in 1910 before he took up selling the line February 1, 1912. He also made a record for himself as a Pacemaker, having been a member of the club in 1915, 1916 and 1917. Before he took up work in Detroit he traveled out of the

Pittsburgh, Chicago and Ohio Offices.

A notable clique has just been formed in Detroit. Mr. Comstock has established a Get-Together-Weekly Convention for the sales force. Meetings are held every Monday evening. During session hours niceties in sales methods, points concerning equipment, territorial problems, terms and the like are talked over. These discussions promise to be of considerable value to the salesmen for, although these men are all finished men—Pacemakers every one of them—the Get-Together Conventions put a keen edge on their accomplishments and add a close social bond.

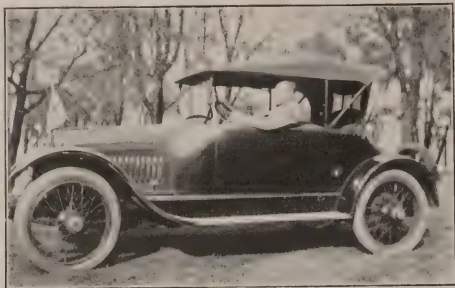
To the interested observer the Detroit Office is a busy place. Without Miss Leona Haesbrouck to take care of 'phone calls, write letters, orders, act as receiving clerk, shipping clerk, service clerk, the Detroit Office Reception Committee and Bureau of General Information Mr. Comstock and Mr. Armstrong both



Leona Haesbrouck

declare they'd be "stumped." Little Miss Haesbrouck has been with the company since 1914. As she stands she is a living synonym for "Service Plus." Her pleasing, brisk manner adds snap and fun to the duties of her day. Her thoughtful consideration of and interest in strangers stepping over the threshold of the office is delightful. Genuine good will emanates from her welcome "How do you do?" Miss Haesbrouck is a valuable asset to the Detroit Office.

Now a word about W. J. Elmer, service man. Mr. Elmer



W. A. Armstrong

takes care of all service matters in Detroit and Wayne County. He has a new truck which greatly facilitates his taking care of work located in distant parts of Detroit and outlying districts. A year in our employ, Mr. Elmer has taken our business seriously to heart. He is well acquainted with the Bowser line and earnest in his endeavors to keep up the firm's ideal of *Service*.

From the preceding it may be easily seen that the Detroit Office is 100 per cent efficient. It ranks high as a representative sales office. Good work has been done and is being done in Detroit. The best interests of the firm are being maintained there.

* * *

Note:—THE BOOMER wishes to give every district and sales office a publicity set-up similar to the one just read. All that is necessary is a camera, a bit of historical *data* and the stories of the work of the men and women employed in the different offices. Come across now—all you district office and sales office correspondents! Give us *your dope*!



W. J. Elmer

Mr. C. C. Barnet, Manager of the Denver Office, tells a good one on R. W. Jewel. We give you his exact words:

"On one order which amounted to an average of 140 points of business, one of the partners seemed to enjoy himself hugely, inquiring several times in his bull-like voice: "Why in — should I go to a show?"

Ray was not disconcerted, however, but kept up the "continuous performance" until the spectator-prospect succumbed from pure exhaustion. Is it possible that "our Jewel" missed his calling in not booking for vaudeville?"

"Early Energetic" Maxwell, of the St. Louis District, is right on

the job after every lubricating prospect.

Referring to the possibilities which lie in this class of equipment, he says: "Our Lubricating Line is like the alarm clock which many salesmen fail to heed, and miss the early train which leads to sure commissions. **WAKE UP** and catch that train!"

War Revenue Stamps

It is absolutely necessary that war revenue stamps be affixed to each long-term order, or post-dated check. The cancellation of the revenue stamps must be done by the customer.

A two-cent stamp must be affixed for each \$100.00 or fraction thereof; this applies to the full amount of the order and not to the amount of the note.

For example, if the amount of the order is \$325.00, there must be placed on same 8 cents in revenue stamps, no matter how much cash is received with the order. These stamps must be canceled by the customer.

It is also necessary to place revenue stamps on all future-dated checks—2 cents for each \$200.00 or fraction thereof. It does not answer the purpose to send in the order or check and then later on send in some stamps, as the stamps must be placed on the order or check and canceled by customer. This feature is just as important as the placing of stamps on the orders.

Too many salesmen are overlooking this very necessary detail.

Neglecting to properly execute an order in this particular manner means delay in shipment and delays in shipment cause dissatisfied customers and dissatisfied customers spell ruin.

Stop all dissatisfaction by doing the right thing first!

Tourists should avoid filling the radiator with water from unknown sources. Water containing lime will soon damage the cooling system. Use rainwater whenever obtainable.

Shall We Use a Lead Pencil?

THE BOOMER articles published recently bearing upon the methods of salesmen have been commented upon by our men in letters to us.

We find that every man has his own way of approaching and interesting his prospects. In fact, a compilation of these various ideas would make interesting reading.

One question stands out distinctly above all others—"Shall we use a lead pencil?"

Is it good business to use a lead pencil? Should losses be put down in black and white before a customer?

Should losses due to improper equipment, slipshod methods, over-measure, spillage, loss of time, etc., which could be overcome by means of Bowser equipment be brought to the customer's attention by the use of a lead pencil?

Certainly if that method helps you to retain your customer's attention.

We in no way reflect upon the integrity of a purchaser when we say that the average prospect must have his attention focused. His interest must be aroused and held and it can be done in only three ways: 1st, intelligent and careful and logical statements of facts; 2d, the use of a pencil and paper; 3d, the use of the model.

The model is indispensable in any sale, for even though it be a private garage prospect, attention can be gained and held by the use of a model.

So, like all other matters, the practical experience of the salesman is the best indicator of the most desirable methods to be used by him.

But! If you are not getting the maximum of results, it is high time you climbed on the wagon with some more experi-

enced driver to see how he handles the reins.

The old saying, "Better let good enough alone," has tied the hands of many an otherwise aggressive man and woman. It is not altogether desirable to be dissatisfied, but in sales work "good enough" is never *good enough*. Keep your eye peeled for a better way of saying and doing everything. When you stub your toe on some hard nut of a buyer, watch your step next time, and when you make a whale of a killing, just pour a little cold water of temperate thinking onto your wrists and see what made you a success. Too much prosperity has ruined many a good man. Keep your head well within your regular hat-band and you will never need to fear for results.

St. Louis High Men Week Ending April 6, 1918

High Men in Volume of Business

1. J. H. BEDSER
2. W. E. GROOMS
3. C. H. PRIDEY

High Men in Number of Lubricating Outfits

1. C. H. PRIDEY
2. L. WILLIAMS
3. E. V. YOUNG

Year to Date

High Men in Volume of Business Received

1. C. H. PRIDEY
2. T. MOSELEY
3. C. G. JOPLIN

High Men in Number of Sales of Lubricating Outfits

1. C. H. PRIDEY
2. E. E. MAXWELL
3. WM. F. McKILLOP

High Men in Number of Sales of Kerosene Outfits

1. J. H. BEDSER
2. G. R. BAUM
3. J. A. CONRAD

We don't blame "Patrick" O'Neil, the manager of the Philadelphia District, for being peeved at his whirlwind salesman, H. A. Vortigern, who is reported as quarantined with "German measles."

J. P., why not name it the "Irish Pip" and let it go at that?

H. W. Brown Tells Them!

Some of the boys are just beginning to realize that they can sell Kerosene and Lubricating Outfits. After having made up their mind to give them a fair trial, they are getting splendid results.

W. W. Scruggs, sometimes known as "F. C. W. O. Scruggs," was the *Big Star* last week, in total volume of business, as well as in total volume of kerosene and lubricating business.

The leader in the Kerosene Contest is Eugene Burch. Second, J. L. Steenhuis.

The leader in the Lubricating Contest is E. P. Dolan. Second, W. W. Scruggs. Third, E. S. Stetzel.

Have you decided who will be Director of the Memphis Pace-maker Organization? It is an honor worthy of your best effort. Look who is in the 250-point class—R. W. Maxey. Mr. Maxey has a worthy opponent in Mr. E. S. Stetzel, only a few points behind him.

Please remember that Kerosene Outfits and Lubricating Outfits count for points faster than other equipment. If promises I have heard are kept—if bets I have heard made are won—there will be a new line-up very shortly in the Kerosene and Lubricating Contest, as well as in the candidates for Directorship of the Pacemakers Club. There is something doing!"

"The man who wears a smile carries the magic key that opens barred doors, disarms the guards and breaks through the barriers of disinterest, distrust and inattention.

All the world knows that a smile indicates happiness, enthusiasm, confidence and success—everyone is interested in those who are successful. Nothing succeeds like success. Look successful, feel successful, think success and your work will be successful."

—V. CLEMENT JENKINS.

Minneapolis Office Uses Its Show Window

"Bob" Safford, Minneapolis Manager, is right up on his toes!

We have before us a photo of the window display of the Minneapolis Office showing a Cut 10 and an old lined oil barrel with dirty measures, emphasizing all the disagreeable features connect with selling paint oils in the old-fashioned way as compared with the possibilities when Bowser equipment is used. A sign—"Profit or Loss"—carries the point home to the passerby.

It's a dandy good idea! Why not everybody who has ground floor windows take advantage of it? We are missing a big opportunity if we let this sort of publicity slip by!

We are sorry a good cut could not be obtained from the photo.

Minneapolis "High Five"

April 2, 1918

1. JAMES WARD	5
2. J. C. WARD	7
3. M. C. BENHAM	5
4. F. E. BRAGG	5
5. J. R. O'MALLEY	5

Don't Be in Too Much of a Hurry to Go!

Just "stickin' around" sometimes makes them give you attention.

Bob Safford, Manager of the Minneapolis Office, tells this one: "Now, I want to tell you a little story. One of the men who made good on the Kerosene Campaign told me how he did it.

"Went in. Crabby old prospect; the cold-blooded kind. Nothing needed, walks away.

"Salesman sticks (from force of habit).

"Crabby old gentleman returns. "How much does one of your Kerosene tanks cost?"

"It depends on size and type."

"About one hundred gallons, first floor."

"Ninety-nine dollars."

"YOU CAN SEND ME ONE OF THEM."

"You ought to have a larger tank, at least three barrels, giving you better storage."

"All right, send me that."

"The best part of this story is, it is true—absolutely true. At least the salesman in question says so, and I can't conceive of a man going to the trouble of 'spinning a yarn' where he plays such a modest role."

Mr. R. D. Leonard, who covers the Washington, Pennsylvania, territory, paid a visit to the Pittsburgh Office announcing his arrival by handing us two nice orders. Mr. Leonard has been handicapped in getting started this spring by the illness of his wife, who, we are glad to report, is now out of danger and on the road to an early recovery.

We regret to note the death on March 21st of the father of Mr. C. E. Joyce, of the Dallas District. Mr. Joyce was eighty-two years old.

We know we express the sentiment of the entire Bowser organization when we offer our sympathy.

Mr. C. E. Joyce was a Pacemaker in the Dallas District in 1917.

B. L. Prince Takes Us to Task

Manager B. L. Prince of the Dallas Office and his able head salesman, W. W. Ince, of Oklahoma City, paid THE BOOMER office a visit last week. Believe us, they have on their war paint for the 1918 Cup Contest. Not a chance in the world for any other contender is what they would have said had their sentiments been crystallized into words (as the poet says).

They accused us deliberately of omitting part of their *nom de guerre*. We have been saying the "Rootin' Tootin' Cotton Shootin' Sons o' Guns from Dallas," when we should have said the "Rootin' Tootin' Cuttin' Shootin' Sons o' Guns from Dallas. "ROOTIN'"—because every

mother's son is out on the side lines whoopin' her up for 1918. "TOOTIN'"—for every last one is blowing the bugle of "Dallas, the Cup winner in 1918." "CUTTIN'"—for they are forcing their way through every obstacle that tries to stop them. "SHOOTIN'"—for Prince says he'll put every man "against the wall" who does not duplicate the 1917 Pacemaker record of "Every man a Pacemaker."

Well, now! What will the other Cup Contenders have to say!

Show me a pessimist who says business is poor, and I can prove to you he is not giving much thought to business, but is thinking of other matters. In other words, don't be a pessimist as this type never did do anything worthy or great. Get acquainted with men who succeed in life, and you will find that every last one of them has been an optimist, is one at present, and always will be just as long as he remains successful.

WALTER F. EASTMAN,
Assistant Manager,
Pittsburgh Office.

Bowser Gasoline Dispenser

At the Patschke Garage

A Bowser "Chief Sentry" gasoline dispenser has been installed in front of the Patschke garage, on Cumberland Street, at Eleventh. The pump is the finest in Lebanon county, and is also the largest as far as outside measurements go, as it rears its head close to the second story. The "Chief Sentry" dumps five full gallons of gasoline into the thirsty throat of a waiting automobile at one turn of the crank, if the levers are so regulated, but also dispenses a lesser amount when desired.

Morris B. Pfeiffer, of 358 North Third street, the local salesman for the S. F. Bowser Company, manufacturer of the device, installed the machine and it is attracting considerable attention. Mr. Patschke, owner of the garage, is also highly pleased, as are his many patrons, and the attractiveness of the pump will likely bring many sales to the garage from tourists on the William Penn highway as well as from the city.—Lebanon Daily News.

To remove paint—sit down on it before it is dry.

The "Why" of Under-ground Storage of Gasoline

The Reason for a Sales Argument

The following article was contributed by Mr. Carver Wood, our Special Factory Representative in Cincinnati:

"All of us use sales arguments that are passed on to us, without understanding clearly the facts on which they are based. We get results, but how much clearer we could make our point if we analyzed each statement for ourselves.

"Take for example the statement: 'By pumping your gasoline directly into your car, through a hose, you save its power.'

"What is this power?

"Gasoline consists of a number of constituents—hydro-carbons—of different boiling points and, therefore, of different vaporizing points. These hydro-carbons that vaporize the easiest, that is, at the lowest temperature, are the ones necessary for the easy starting of a motor; also, they are the ones that mix in the greatest volume with air, as shown by the following table:

56 Baume Gasoline—5 pct.	will combine with air
64 Baume Gasoline—11 pct.	will combine with air
69 Baume Gasoline—15 pct.	will combine with air
73 Baume Gasoline—28 pct.	will combine with air

"We know that 69 Baume or 'high test' gasoline costs more

and will give better results in a motor than 62 Baume or ordinary gasoline. The reason is that the former contains more low boiling, low vaporizing hydro-carbons and, therefore, will make a richer mixture in the cylinders; that is, a vapor containing greater explosive power. At 63.5° F. the vapor pressure of 69 Baume gasoline is 100 per cent greater than the vapor pressure of 61 Baume gasoline.

"Both of these gasolines contain hydro-carbons that will mix to a high degree with air, but the vapor pressures of the two show that the ordinary gasoline contains not more than half as many as the higher grade.

"The loss of these low boiling, low vaporizing hydro-carbons by the storing of gasoline above ground, where it is subject to a high degree of temperature, and the handling of it in open measures, exposed to the air is the 'loss of power' we speak of."

This is a striking example of the way Mr. Wood "uses his noodle." He has carefully analyzed a most commonplace statement and made it real sales ammunition.

There is a *reason* behind every sales argument. When a man understands this and makes use of his knowledge he becomes well-nigh invincible.

Look for the reason for what you say!

If you wish to appear agreeable in society, you must be content to be taught many things which you already know.—Lavater.

Spring has come—so they say in Albany, for Bill Mann, the affable manager of that district, has taken his lil' ol' Joy Wagon off the jacks, pumped up her tires, given her the once over with liquid veneer and is ready to go!

Correspondence

Never write unnecessary letters.

No communication should be mailed unless it bears the date and the name of the office and department from which it emanates.

Every letter should concern *one subject*. This subject should be stated and remain unchanged when writing other communications dealing with the same matter. If a subject is incorrectly given, correct it, and write both the wrong and corrected subject at the head of your letter.

The body of a communication should be well constructed. Right words should be carefully and concisely adapted to the thoughts you wish to express. Punctuation and paragraphing deserve special attention. The matter of spelling and penmanship are also requisite to good letter form.

Letters should not be addressed to individuals unless written to them alone on matters not relating to business.

If you wish your letter to receive preferred attention inclose it in the special envelope, Form 437. Do not mark this "Personal" unless it is personal, because when so marked it will be unopened until the person to whom it is addressed opens it.

Do not send an extra carbon of your letter to some other department, or individual, than to whom your letter is addressed with the expectation that that department, or individual, will handle the matter because of the copy, as we do not do so. Neither should the carbon copy be sent unless there is a reason for it. We get the carbons of many letters that consume time in reading that we would be better off if we did not have. If it is your desire that someone know a certain letter is being sent, it is all

1916-17 Paemaker, L. B. Gilbertson, of the San Francisco District, has struck a brand new gait, this time to Hymen's Altar.

Mr. Gilbertson was married to Miss Bessie Hendershott, of Eugene, Oregon.

They are now living at Salt Lake City.

"Why does firelight always make us think of the past and moonlight of the future?"

right to send him a copy of it, but attach to it a note telling why you are sending it.

In your correspondence with the Home Office use the letter-heads provided. They were created for the purpose, and meet the requirements perfectly. If they do not in your case, suggestions for improvement will be gladly received, but until you make recommendations and they are accepted and put into use, the best interests of the organization demand compliance with effective policies and forms.

R. L. COLWELL,
Eastern Manager.

This Month's Cover

At no time in the history of the world has it been so necessary that we be alert. At no time has the foundation of society been so near rocking as now. Forces are at work attempting to undermine all the activities which have made for good. Every conceivable weapon is being used. Every underhanded method conceivable is being resorted to that the people of the United States remain apathetic to the necessity of upholding every measure that is devised to further our cause. We need to awaken ourselves, look every claim of delay, every case of carelessness and mismanagement squarely in the eye and find the reason behind it.

Never—never—has the United States done such wonderful things. Never in the history of the world has so much been accomplished under such handicaps as has been accomplished in the last twelve months.

Germany has boasted that the United States could not get into the fray. Shall her words be true? *Never!*—but this answer is effective only as we uphold the aims of the government in every measure.

In order that food may be sent to our boys in France, lumber

and steel provided for ships, cantonments built for housing our army while in training, aeroplanes, submarines and guns be built, money must be provided. Wages must be paid.

The only satisfactory method of raising the tremendous amount of money necessary is for the government to borrow from you and me.

The ways and means are provided through Liberty Bonds, War Saving Certificates and Thrift Stamps. Cultivate the habit of accumulating thrift stamps. Convert them into War Savings Certificates and Liberty Bonds.

Bowser Salesmen will not be found shirking their duty in this great conservation plan which is being adopted in this country. A conspicuous part is to be played by every salesman in the prevention of oil waste. No oil room, no engine room, no paint store, no grocery store can handle the products which depend upon Bowser pumps for accurate measurement without suffering a loss.

Bowser Salesmen with their territorial guides can find every user of oil in their territories. With their models they can quickly and satisfactorily visualize the advantage of using a measuring device.

No one should be overlooked. All must be called upon if they are to be sold. The model must be used to bring to their attention the advantages of Bowser equipment.

"High Five"—San Francisco District Month of March

1. F. M. KENNEDY
2. C. O. HOTTEL
3. E. R. BIRD
4. F. LAUGHREY
5. J. C. HARDING, JR.

Stick to It Till It's Done

Stick to it till it's done—
Stick to it, boy; don't chuck it up
Because there's somethin' new
That's glimmerin' in the distance
An' fascinatin' you.

Why, make believe there's nothin' beats

The job you've just begun,
An' keep right at the thing you've got—

Stick to it till it's done.
There's lots o' things looks mighty good

When first they heave in sight;
The rosy dawn o' mornin' don't
Tell nothin' o' the night,
Nor nothin' how you'll have to sweat

Beneath the broilin' sun;
You've got your work to do today—
Stick to it till it's done.

If you just keep a-pluggin', boy,
Put ev'ry ounce you've got
O' pep an' grit an' smiles an' song

Into your daily lot,
An' try to think your hardest job
Is just a pile o' fun,
You'll win, an' winnin' preach that text—

"Stick to it till it's done."
—Harold Freeman Barnes.

Hal Storr, the Manager of the Pittsburgh office, places some real honest-to-goodness burden upon the shoulders of his men for the standing of the Pittsburgh District.

In his letter he says:

"Remember this—You are, Each One, Individually Responsible for the Record of the Pittsburgh District."

See the Point?

We have an extra hour of sunlight each day, which amounts to practically another day each week.

W. M. MANN,
Albany Manager.

The true man is the one who realizes that his greatest development comes from overcoming resistance and triumphing over obstacles. To make good should be the chief concern of every man. Honest, loyal, conscientious endeavor will help us to accomplish that for which we aim.
—Exchange.

Are You on the Way There?

The goal of the successful Bowser salesman is a membership in the Pacemaker Club.—Dean Johnson.
San Francisco Manager.

The Bowser Boomer

Vol. 17

May 1, 1918

No. 9



"Terms on Orders"

BY L. P. MURRAY, *Central Manager.*

In his letter C-238, Mr. Murray has covered several very important points. Without going into a discussion, we will quote:

In a Rut.

"Since my recent letter to you on the subject of F.C.W.O. I have given this matter considerable thought, as it is of vital importance to both the company and the salesmen.

"Some of our salesmen have fallen into the rut of using the long-term order blank as a habit and not as a last resort or necessity. In connection with the use of the long-term order blank, it is very noticeable that many salesmen must say automatically when the question of terms comes up, "10 per cent cash and ten equal payments." It is evident that that very phrase rolls trippingly off their tongues without any business-like thought being given to the proprieties of that particular sale.

Sometimes It's Necessary

"There are cases where this mention of 10 per cent with the order is proper and necessary, but we must not lose sight of the fact that 10 per cent is the minimum, not the rule. It would be better business for the company and better business for you if, on these long-term orders you would obtain much more cash. In looking over statements of accounts sent to attorneys I find a surprisingly large proportion (in one case over 50 per cent) where the amount paid was just 10 per cent of the sale price.

Are You in This Class?

"If you think about this I believe you will find that many are doing as one of my friends said, 'selling terms and giving away

the outfits.' That is to say, you are using 'long terms, easy payments,' 'outfit will pay for itself' as selling items, which they positively are not except in the weakest business sense.

Sell Him Material, Not Terms.

"The thing for you to do is to sell a man the outfit and then discuss the terms as one business man talking to another. You will see another advantage in this; if he has *bought terms* it is a mighty sight easier for him to make up his mind to cancel than if he has *bought an outfit* and is convinced he needs that outfit in his business.

"I believe you will find, if you present it in the right way, in the majority of cases the payment will be more than 25 per cent of the sale price. When a customer has made such a substantial payment as that, the chances are mighty good he will continue his payments. If he has only paid 10 per cent and is a little hard up and of the type that does not worry about obligations, he is apt to let the further payments drag along until he is so far behind that the only way to bring him to time is to put the account in the hands of an attorney, the result in many cases being the outfit taken back—your loss and ours.

You Profit.

"Make no mistake about it—you are making money for yourself and doing your customer and the company a favor, when you collect a good substantial amount with the order. Make no mistake about it—if you *sell the outfit* right, the customer expects to make a good substantial payment."

The "Peerless Pittsburghers"

The Peerless Pittsburghers will constitute the Honor Roll of the Pittsburgh District. Each one of you is eligible to win the recognition which this Honor Roll provides. Those mentioned this week have won their high honors by good, consistent, concentrated, hard work. They have won because they have worked hard. Can they come back? Will they be Peerless Pittsburghers next week?

H. C. STORR,
Manager Pittsburgh District.

Standing April 20, 1918

1. K. F. HESSENMUELLER
2. A. G. HARTGEN
3. F. T. HYNDMAN
4. W. B. OFFERLE
5. J. M. PRIGG
6. R. D. LEONARD
7. W. J. BATES
8. I. K. JACOBS
9. E. STEINHUSEN
10. J. G. PHIPPS

A Plea

My Country! My Country!
How I wish I were a man,
And could shoulder arms and give
my life,
I can! I can! I can!
I love thy bounding oceans,
Thy seas and waters great,
And all thy towering mountains
That spread from state to state.

My Country! O, my Country!
Wilt thou not answer me?
I've pleaded and I've pleaded
But yet your lips still be,
Do not you really want me,
Or is it just your will.
My Country! O, my Country!
Please! Please! My wish fulfill.

—Margaret Murray.
March, 1918.

Sales Manager L. P. Murray's eleven-year-old daughter, Margaret Murray, wrote the preceding verses. During the big Liberty Loan Drive in Fort Wayne she had charge of our booth in the lobby of the new Bowser office. Her efforts were earnest and her sincere patriotism helped our force ring the Liberty Bell in Bowserville.

The First 1918 Pacemakers

In this issue of *THE BOOMER* we are presenting the first Pacemakers of 1918. No small task has been theirs—no crown without glory. They have labored carefully, systematically and faithfully.



To Mr. Stamford, Engineering Salesman of the Philadelphia Office, goes the honor of being the first Pacemaker. February 7, 1918, was the date of the last order which gave him this honor.

He was a Pacemaker in 1915, 1916 and 1917.

Although Mr. Stamford was the first Pacemaker, he sacrificed the title of President of the Club because Engineering Salesmen are not eligible for office in the club. Mr. Stamford was a Tablet Cutter in 1917 and should he continue his fine work that honor is still open to him in 1918.

Our New Pacemaker President **C. B. Bremner**

The honor of the Presidency of the Pacemaker Club has fallen to Mr. C. B. Bremner, who operates in Toronto under the sales



agency of W. M. Denning in Alberta.

Mr. Bremner came to the Bowser organization in February, 1917, and qualified as a Pacemaker the same year. A new man in our big family, he has upset all traditions and proved that years and years of service are not necessary to qualify early for he has by hard work and careful application earned the coveted office of President of the Pacemaker Club. February 22, 1918, was the date of Mr. Bremner's election.

The Vice President **R. Coddington**



The Vice-President of the Pacemakers is an old hand at the business, for "Dad" Coddington, as he is loving dubbed by his friends, has been not only a persistent, but a consistent, Pacemaker. He belongs to the "Den-

ver Daring Doers," and as a member of the Pacemaker Club in 1912, 1913, 1914, 1916 and 1917, and Director of his district in 1915. "Dad" won his office March 11th.

Our Secretary **"Senator" J. T. Gibbons**



Just by a neck did "Dad" Coddington cop the Vice-Presidency for, right on his coat tails came Mr. Gibbons, of the Washington Office, scoring the last of the 500 required points on the 12th of March.

Mr. Gibbons became a Bowser salesman in the "dog days" of 1914 and since his entrance into the Bowser organization has been a big producer. Much credit for the fine equipment to be found in our National Capital City is due to "Gib." A gentleman always, a hard worker, he has touched the chord of success and kept it in tune ever since.

The year following his entrance into the organization he became a Pacemaker, as was the case in 1916, and in 1917 he was Director of the Washington District.

Are You On Your Toes, Using the Special Sales Ammunition Furnished for the "Spring Drive?"

Memphis vs. Dallas

The Race Is On.

Mr. Prince, Manager of that outlaw band better known as the Rootin' Tootin' Cuttin' Shootin' Sons of Guns from Dallas, is so swelled up with their position of first place in the Kerosene contest that he wants to bet a hat with me that they will beat us in the 1918 Kerosene Contest.

It happens that our quotas are the same, the chances are about equal. It is up to the Men.

Friend Prince doesn't have any more confidence in his men than I have in mine and I don't feel that I am any more entitled to a hat than every man in the Memphis organization, and we all are going to get a new hat sure if we take Prince on, for we are going to win! I have, therefore decided that we ought to make this an organization bet. We have twenty-six salesmen, and I am willing to bet Prince twenty-six hats or a hat for each man of the Memphis Sales Organization and take him on—as a side bet for an extra hat for the Manager, with the consent of the boys in the field.

Personally, I think it is pretty cheap of Prince trying to get a hat for himself and make his men win it for him. But before I can raise his bet I must know whether you fellows want to be in on it. Let me know by return mail if you want to raise him.

We have the same percentage of quota now. It is an even race. I don't know an easier way of getting a new spring hat than to call this fellow's bluff.

H. W. BROWN,
Memphis Manager.

Every mother's son in the Memphis District writes to Brown, "Sure! We'll back you to the last drop of kerosene."

St. Louis High Men

Week Ending April 20, 1918

High Men in Volume of Business

1. WM. F. McKILLOP
2. G. A. SAMTER
3. J. C. McKEOWN

High Men in Number of Lubricating Outfits

1. J. L. JAMES
2. E. E. MAXWELL
3. T. H. MOSELEY

Year to Date

High Men in Volume of Business

1. C. H. PRIDEY
2. WM. F. McKILLOP
3. T. H. MOSELEY

High Men in Number of Lubricating Outfits

1. C. H. PRIDEY
2. WM. F. McKILLOP
3. E. E. MAXWELL

High Men in Number of Kerosene Outfits

1. J. H. BEDSER
2. G. R. BAUM
3. C. H. PRIDEY

It Isn't Your Firm--- It's You

If you want to work for the kind of a firm

Like the kind of a firm you like,
You needn't slip your clothes in a grip

And start on a long, long hike.
You'll only find what you left behind,

For there's nothing that's really new.

It's a knock at yourself when you knock your firm;

It isn't your firm—it's you.

Good firms are not made by men afraid

Lest somebody else gets ahead,
When everyone works and nobody shirks,

You can raise a firm from the dead;

And if while you make your personal stake

Your neighbor can make one, too,
Your firm will be what you want to see;

It isn't your firm—it's you.

—Comstock Electrifier.

Atlanta's "High Five"

April 10, 1918

1. W. G. CARY
2. DENVER MOORE
3. F. W. PATTERSON
4. L. W. CROW
5. C. M. HUNTER

Orange, violet and green lights when combined, result in pure white light. Ambition, courage and daily accomplishment result in success.



Our Postmaster

Mr. George Miller, head of our Mailing Department, came with the S. F. Bowser organization, March 5th, 1903. At that time the Old Main Office, now deserted, was small; neither of the two wings had been added. Our President, Mr. S. F. Bowser, had his office in the front room of the old office on the north side. The factory extended only to the first railroad track now known as Hurd street. Then Mr. Grosvenor was head bookkeeper and Mr. Bersch was his assistant. General Manager S. B. Bechtel was the head of the Advertising and Mail Order Department.

In those days Mr. Miller felt he was overworked whenever he found it necessary to use ten dollars' worth of stamps. In idle moments he filed correspondence and assisted with the entering of cash received.

During Mr. Miller's fifteen years of efficient service he has grown with the institution. Today he is using the up-to-the-minute Abernathy Mailing System and handling wagon loads of mail.

An Indianapolis lawyer with a friend motored down to Greenfield, Ind., the birthplace of James Whitcomb Riley, the Hoosier poet. They had dinner at the hotel, and thought they would like to see the house where Riley lived. So they asked the hotel man:

"Where is the Riley house?"

"I don't know any hotel by that name," he replied, "though there may be some such boarding house here."

"I mean the James Whitcomb Riley house," said the lawyer, thinking his host had misunderstood.

"I don't know him; you may be able to find his name in the city directory."

"I guess he's moved," said the lawyer.

"Probably," the hotel keeper commented. "Some of them Irish don't stay long in a place."

Co-operation

What you see in a comb of honey is a pound of perfect sweetness encased in a wax structure that is a triumph of architectural engineering.

You pay twenty-five or thirty cents for this, take it home, spread it on your bread to tickle your palate and help fill your physical fuel bin, and—

What you don't see in this comb of honey is a little army of bees working harder than Trojans ever worked, sucking the ambrosia from clover blossoms.

Your pound of honey contains 7,000 grains of sugar. Each clover blossom provides about one-eighth of a grain, so this pound represents the sweet fruitage of 56,000 clover heads.

But the clover head is composed of about sixty florets or flower tubes. To extract the hidden sweet the bee must probe each of these. This means some sixty separate operations on each flower.

If one bee contracted to gather a pound of honey, that bee would have

Buy Your Thrift Stamp Daily

The war is costing the United States One Billion Dollars a month---more than Twenty-five Million Dollars a day. Expenses will undoubtedly increase before the war is over.

If every man, women and child in the United States bought a Thrift Stamp every day, the proceeds would just about equal daily expenditures of the Federal Government. Have you bought your Thrift Stamp today?

---Emerson Monthly.

to explore 3,360,000 of these tiny tubes to secure the material. Allowing five seconds for each exploration and twelve hours to a day, it would take this bee some four hundred days to produce a pound.

And this would represent only the gathering of the honey, not the time required for building the wax-case and storing the sweet stuff.

But there never yet was a hive with just one bee to each comb.

Nature commands pooled effort.

Hundreds of bees to each comb make a comparatively quick and easy operation of what would be an impossible task for one bee working alone.

So, what we do not see in the comb of honey is the greatest of lessons in the greatest of success-makers—CO-OPERATION.

On every side Nature flaunts this lesson in man's face.

The seed itself is nothing.

Sun, soil and moisture must co-operate with the latent germ in order to produce plant life.

The solidest rock is only co-operating atoms.

The strongest man is weak alone. Only by working with others or winning others to work with him can he achieve worth-while results.

The million men now training to fight under our flag in France could-

Our Bride Groom

The other Saturday Charles Rogers, of the Tri-State Office, made six calls and wrote up six orders. For a bride groom he certainly is a real business man. Most young grooms spend valuable hours writing to their brides. This groom spends 'em writing orders. Much more satisfactory in the long run at that, to "her," that is, peculiarly speaking.

J. J. Mack, of the Pittsburgh Office, on the 5th of the month turned in an order for five outfits. We wonder if on the 30th of the month he will make it thirty outfits!

The "Swanky" One—I'm smoking a terrible lot of cigars lately.

The Other (with conviction)—You're right, if that's one of them!—Tit-Bits.

n't gain a foot of Teuton territory if they went to war one by one.

Co-operating, they can turn the tide in favor of freedom.

The biggest business is bound for failure if its workers do not co-operate.

It is like a machine whose parts do not work together. It may run for a while on its own momentum, but it is headed for the dump-heap.

To co-operate is to join forces and something more. It is to join hearts as well as hands, and slip a little soul in the bargain.

Not to co-operate is to court loneliness, life-rust and loss.

The a, b, c, of success is this—BE A BEE!

CO-OPERATE!

—From the February issue of "Reminder," published by the Electrical Supply Jobbers' Association.

Fort Wayne "High Ten"

April 16, 1918

1. W. A. ARMSTRONG.....Michigan
2. W. C. SUTTON.....Indiana
3. J. W. CARLSON.....Indiana
4. R. J. GOODMAN.....Michigan
5. J. T. PRIDE, JR.....Kentucky
6. J. B. HAGAMAN.....Michigan
7. CARVER WOOD.....Ohio
8. PHILIP CARLTON.....Michigan
9. C. A. MATHISON.....Fort Wayne
10. J. C. TIBBLES.....Ohio

Speak With Authority on Government Issues

Bowser salesmen should be in position to give authoritative information on financial matters. The most important matters before us today are the Liberty Loan and W.S.S. campaigns. Often a word from a disinterested party will turn one from an attitude of resentment toward the government and its ideals and plans to a boosting frame of mind. Every salesman should be alert on these matters and that each may have at his hand facts to state, we are publishing beneath the terms of the U. S. Government Bonds and the price of W.S. Stamps and the basis

upon which W.S.S. can be cashed if an emergency demands.

All should be quite clear in their minds upon these two live issues, for the safety of our boys at the front, our families at home and the stability of our government all are at stake. Be forceful in your support of all governmental issues. Never allow an opportunity to pass which will make for a more wide-awake America.

Payment Prior to Maturity of W. S. S.

War-savings Certificates may be redeemed prior to maturity

upon surrender at any money-order postoffice ten days after such postoffice has received from the owner a written demand for payment. The redemption value of a War-savings Stamp affixed to a War-savings Certificate is \$4.12 during January, 1918. One cent is added to this redemption value in each succeeding month up to December 1, 1922, and on January 1, 1923, \$5 will be payable for each War-savings Stamp affixed to a War-savings Certificate. Thrift Stamps as such are not directly redeemable in cash, but a Thrift Card with 16 Thrift Stamps attached may be exchanged at a postoffice or other authorized agency on or before December 31, 1918, for a War-savings Stamp upon making the additional payment required of from 12 to 23 cents.

Terms of the U. S. Government Liberty Loan Bonds

Description	Liberty Loan 3½% Bonds	1st Converted 4% Bonds	2d Liberty Loan 4% Bonds	3d Liberty Loan 4½% Bonds
Dated	June 15, 1917...	Nov. 15, 1917...	Nov. 15, 1917...	May 9, 1918
Due	June 15, 1947...	June 15, 1947...	Nov. 15, 1942...	Sept. 15, 1928
Optional	June 15, 1932...	June 15, 1932...	Nov. 15, 1927...	Not Optional
Interest Payment ..	June and Dec. 15	June and Dec. 15	May and Nov. 15	March and Sept. 15
Total Issue	\$2,000,000,000...	\$3,808,766,150...	\$3,000,000,000 plus oversubscription
Denomination Coupon Bonds	\$50, \$100, \$500, \$1,000.....	\$50, \$100, \$500, \$1,000, \$5,000, \$10,000.....	\$50, \$100, \$500, \$1,000, \$5,000, \$10,000.....	\$50, \$100, \$500, \$1,000, \$5,000, \$10,000
Denomination Registered Bonds	\$100 and up....	\$50 and up....	\$50 and up....	\$50 and up
Conversion Privilege ..	<p>Can be converted at 100 into any subsequent series of U. S. Gov. Bonds bearing a higher rate, issued during the war with the Imperial German Gov. such conversion privilege to be exercised within the period of six months from the date of the subsequent issue, into which conversion is desired.</p> <p>Can be converted at 100 into next issue of U. S. Government bonds bearing a higher rate of interest issued during the war with the Imperial German Gov., at the issue price of bonds of the next series, with adjustment of accrued interest; such conversion privilege to be exercised within the period of six months from the date of the next series, but if not so exercised within that period, then the conversion privilege terminates.</p> <p>Bonds issued upon such conversion are to be identical with the Bonds of the First and Second Liberty Loans, respectively, as to date of maturities and terms of redemption.</p> <p>Free of all taxes except Federal surtaxes, excess profit and war profit taxes and estate or inheritance taxes.</p> <p>(a) However, the interest on an amount of these bonds the principal of which does not exceed in the aggregate \$5,000 is exempt from surtaxes, excess profits and war profits taxes.</p> <p>(b) NOTE: This also applies to the Third Liberty Loan 4½% Bonds.</p>			
Tax Exemption	Free of all taxes (except estate or inheritance taxes).			

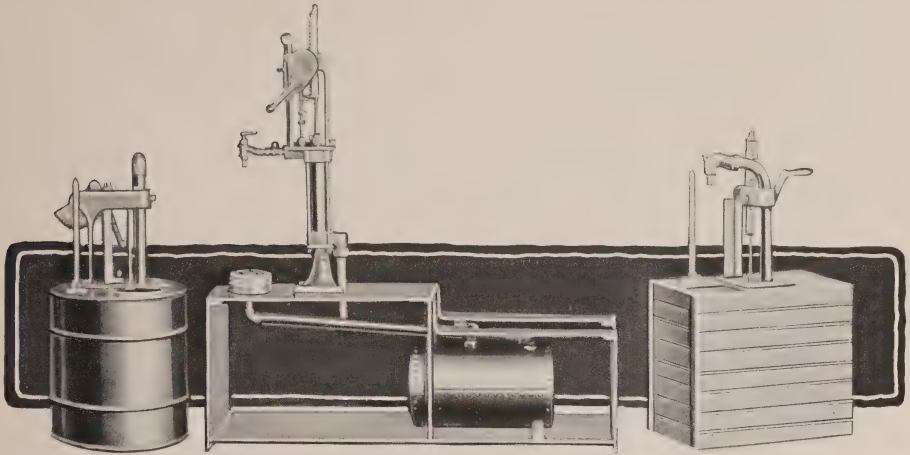
Dallas 100% Quota Men

April 18, 1918

Salesman	Repeat
1. TANNER	11
2. MORGAN	12
3. CHATHAM	6
4. BROWN, L. L.	13
5. MATTHEWS	10
6. McKISSICK	12
7. BENNETT	11
8. BROWN, NOD	14
9. NEWCOMER	4
10. TUNSTALL	8
11. THROOP	9
12. KING (Tied)	9
12. CLARK (Tied)	4
13. WILLIAMS, R. T.	9
14. MOORE	4
15. WHITE (Tied)	5
15. JOYCE (Tied)	11

A colored janitor was pressed to tell why he had left the Methodists and joined another church, says The Lamb. "Well," he replied, "we is moh olehly; we has moh style." "Yes; but what do you do?" he was asked. "Well, fo' one thing, we has responsible readin's." "Well, what else?" "Well, we has Roman candles on de alch, and then we buhn insec' powdeth."

The Best Sales Argument You Can Use is to Demonstrate with Your Model



This model makes them all sit up and take notice—it's a fine introduction and keeps the subject clearly before your prospect's mind.

F. C. W. O.

A Fine "Policy" for Every Salesman to Make His Own.

"REFERRING TO FULL CASH WITH ORDER: You cannot beat an order of this kind; your commission is increased the full amount is immediately credited up on shipment to your current account, with no chance for any loss. Some sell a large percentage of business on this basis, others an average amount and some practically none. The records show that the amount of this business depends not upon the territory or upon the conditions, but upon the salesman.

"We fully appreciate that it is a matter which must be handled diplomatically and requires the same kind of salesmanship and good business judgment as the securing of the order itself. You are not going to get full cash with order unless you sell yourself on the proposition and make an effort along that line.

"There are three principal things to keep always before you

in handling the matter of terms and cash with order:

Terms should not be used as a sales argument.

The purchaser is never going to offer you a larger payment with the order than you ask for.

A frank discussion of terms with purchaser never has and never will lose an order.—D. S. JOHNSON,

Western Manager.

I Believe

I believe in myself because—

I know I can make my mind more active and dependable by study and by paying attention to my daily work.

I know I can make my body stronger, a better servant for my requirements, by taking plenty of practical exercise in my room and by walking and deep breathing in the open air.

I know that I can do what other men and women have done. Therefore, I believe in my own opportunities to succeed.

Albany's "Tenacious Ten"

April 20, 1918

1. W. C. HALSEY
2. N. A. RING
3. E. W. ADAMS
4. M. D. KEEFE
5. D. I. PETTS
6. C. E. CLARK
7. C. R. EGGLESTON
8. J. G. ROBERTS
9. E. L. THOMPSON
10. A. DE PLACE

We regret to note the death of the father of T. C. and R. W. Potts, of Cleveland.

Mr. Potts died on April 13th. This is the second death in this family, the mother having been taken a few months ago.

We sympathize with our friends, T. C. Potts and R. W. Potts.

R. G. Conklin, of our Minneapolis Office, writes: "I really feel more or less ashamed to think that we haven't contributed as regularly to the Boomer as we should. There are lots of perfectly good reasons for this, however, but I can't think of any of them now."

Every Bowser Employee in Fort Wayne a Third Liberty Loan Bond Holder

Bowser & Company Goes Over the Top in the Third Liberty Loan campaign. The total subscriptions of Factory, Office and Officials were \$230,750.

True Gasoline Situation

The following article appeared in the Elmira, N. Y., Star Gazette and was forwarded to us by our representative, Mr. W. J. O'Brien. It is a timely note and will serve as an answer to any who believe the pleasure vehicle business is on the toboggan.

MOTOR GASOLINE NOW ABUNDANT

Present Indication Is That Use of Automobiles to Help Traffic and Passenger Conditions Will Be Fostered by Government.

Instead of curtailing the use of motor vehicles, as has been necessary in England and France, American car and truck owners will be doing their country a service by using their machines to the fullest extent for the relief of passenger, freight and express traffic on the railroads in the United States, according to the petroleum war service committee of the Council of National Defense.

The gasoline situation, which threatened last summer to result in a shortage, has changed radically. Gasoline economy due to the campaigns recently encouraged by the United States Bureau of Mines, the drilling of new oil wells, increased production of gasoline by the "cracking process," decreased use of automobiles during severe winter weather and lack of shipping facilities for export to Europe have combined to cause consumption to fall below production. The reserve supply accumulating will tax storage facilities to the utmost before the winter is over.

Use of Gasoline Desired.

A statement issued by the petroleum war service committee indicates that it is desirable to use gasoline for power purposes to insure continuous and ample production of fuel oil for the navy. Gasoline is in the nature of a by-product of fuel oil, which is used also in merchant ships, munitions factories and industrial plants.

As gasoline cannot be stored in large quantities because of lack of storage facilities and inability to build additional storage tanks at this time, and as it is impossible to ship more gasoline abroad than is now being forwarded to Europe, it is evident that in the present coal shortage and railroad congestion every effort should be made to utilize automobiles for hauling merchandise and carrying passengers.

The gasoline situation in this country is not to be compared with that in Europe. England and France are almost entirely dependent upon imports of petroleum products and the ability to import is limited by lack of ships. It is for this reason that the use of motorcars for private use has had to be suspended except for the most urgent requirements. America, on the contrary, is the world's largest oil-producing country and is unable to export more than one-quarter of its gasoline production. To the extent that gasoline, kerosene and fuel oil are used for power purposes the supply of coal is conserved.

Memphis "Big Six"

April 15, 1918

1. R. W. MAXEY
2. E. E. THOMAS
3. E. S. STETZEL
4. H. T. EGGLESTON
5. I. H. LARR
6. E. P. WALKER

Yep!

Messrs. Prince, Dallas & Co., you had better watch your step. Just "pipe" the stuff R. R. Saford the Minneapolis Manager, is injecting into his men. Then, too, the Emerald Isle Manager of Philadelphia would do well to keep his eagle eye skinned, for that Minneapolis crowd is *moving*.

"As far as the Lubricating business is concerned, you did what you set out to do: namely, trimmed Dallas, but—'someone is always taking the joy out of life' and this time it is Philadelphia. We passed Dallas with 123 per cent of our quota, but Philadelphia jumped from third to first place.

"Never mind, we might as well trim that crowd as any, and we will see how the next report looks.

"They may as well get their glory now, because when we get there we will **STAY THERE**, and, believe me, we will get there soon."—R. R. SAFFORD,

Minneapolis Manager.

Ever Try to Whistle in a Boiler Factory?

The Rochester (N. Y.) Automobile Dealers have been "putting over" a good line of "business as usual" talk. One thought that appealed to us as being unusually terse was "Just keep business good—buy wisely, of course—but buy."

BOWSER
BOOMER

PUBLISHED SEMI-MONTHLY BY
S. F. BOWSER & CO., Inc.

Fort Wayne, Indiana

Manufacturers of Oil and Gasoline
Storage Equipment

H. J. BRADSHAW, Editor

THE BOWSER BOOMER IS THE MAGAZINE
OF THE BOWSER SALESMEN
OF THE WORLD

It is published in their interests and its view-
point reflects their aims, activities and ideals.
Every salesman is entitled to a copy.

News items, photographs, sales arguments
from all are welcome.

Vol XVII MAY 1, 1918 No. 9

Liberty Bond and W. S. S. Buying Make It a Habit

Have you invested in Liberty Bonds to your limit? Have you started to save *via* the Thrift Stamp? "Yes," you answer, but you aren't done yet! Far from it! You have just begun, for you have just really awakened to your patriotic duty. Now it's up to you to make an effort to arouse every person with whom you come in contact to help win the war by investing in every medium the government is providing. The moment the hundred million people in the United States really *wake up* will be the moment Kaiser Bill really starts down the toboggan to that Purgatorial region to which he belongs and it's up to you and me to help stir this body of people to a realization of their own power.

No! A thousand times no—you have not finished when you have bought Liberty Bonds! You have only really begun. Keep up the good work.

Mr. Newcomer:

Of course, you aren't as familiar with our line as you would like to be. But don't let this fact

discourage you or shake your confidence. Remember that Rome was not built in a day.

Of course, you don't know the men backing you yet. That is, in a man to man way. However, know that they—from President S. F. Bowser, General Manager S. B. Bechtel, Assistant General Manager W. G. Zahrt, General Sales Manager E. M. Savercool, Factory Manager H. J. Grosvenor, to your District Manager—are genuinely human and sympathetic gentlemen. They understand exactly what you are attempting, and what you are going through with. Their years of experience with this company make them appreciate just what your personal problem is. They know you are working hard, that you get tired, discouraged, disgruntled. They know you lose touch with the Home Plant, that S. F. Bowser & Company, Inc., seems little more than a firm name, that the personal touch is lost in the scuffle for business and that you feel pretty much alone and up against it every once in a while.

Our executives know you haven't had a chance to meet the good fellows on the road, that you don't know what a Bowser Convention is, that you lack the companionship which closer association with the institution will bring you, and that when your own battery of individual enthusiasm goes dry you haven't any "home ties," as it were, to urge you to "keep kickin'."

Now just have a little patience and gumption and *reason*. THE BOOMER is a sort of life line thrown out to you by an earnest, hard-working, understanding staff. The Editor has been one of our road men; he has known your trials and tribulations for years. The letters you get from your Sales Manager are written expressly for you to keep your battling spirit hot and healthy. The correspondence you receive

from your General Sales Manager, E. M. Savercool, is a veritable hand clasp and pat on the back. So don't feel down in the mouth—alone in your work. This company is with you every minute of the day urging you to make the grade and profit by your work and experiences.

This organization is genuine in its desire to make men and sell Bowser equipment. The company wants *you personally* to be a successful fighter for your own sake and for the reputation of the firm. Nothing gives our "Old Man" a grander thrill than to meet a salesman who has written up a clean, successful year's business.

We want men! That's true!

And we're with you, Mr. Newcomer, beginning the moment you sign up with us. We're trying to help you develop yourself, your territory, your life. So, when you feel downhearted, alone, a stranger, just remember we're all with you, watching you, counting on you, waiting to see you grow, your sales grow, your commissions grow, your optimism grow. We're working with you and for you. We know what the fight for success is—and we know you know what it is. We're together in that!

Take a brace And go to it!

Which Shall It Be?

Sat-a-day4-13-18

Saturday\$413.18

The walls of rude minds are scrawled all over with facts, with thoughts. They shall one day bring a lantern and read the inscriptions. Every man, in the degree in which he has wit and culture, finds his curiosity inflamed concerning the modes of living and thinking of other men, and especially of those classes whose minds have not been subdued by the drill of school education.—Emerson.

The Equipment of S. F. Bowser & Co.

Awake! For BOWSER in the whirl of commerce
Has made THE PUMP that puts all waste to flight:
And lo, our Customers, the wide world over
Have assurance that this splendid PUMP is right!

Now the New Year reviving business prospects—
The Auto Owner his old car at once re-tires
Where the Red Sentry of S. F. BOWSER stands,
And gasoline from the ground transpires.

1917 indeed is gone with last year's rose
And some of William Kaiser's confidence—where—no one knows.
But still our PUMP her sparkling vintage throws
And still a good driveway along the river goes.

And look—a thousand Prospects with the Day
Exist—a thousand scattered in our Order Books.
And this fair month of 1918 brings the Biz—
If we will only get a move on with old Liz.

So, with a sheaf of arguments beneath your brow
A shiney model and an Order Book—I trow—
Business is with you, singing in the wilderness,
And you will soon be gathering signatures enow.

WITH APOLOGIES TO YOU KNOW WHO.

Whoopee! Listen!

"Get out your old 'scrapbook' and tune up on those persuasive, convincing kerosene and lubricating sales talks—order calling lists (if you haven't one) on the next county you will work and *work* your territory *clean* from stem to stern.

"Gasoline equipment will always be sold every week in the year. Why not kerosene and lubricating?"

"The calling list—work your territory thoroughly and systematically on the calling list and you will sell *all the lines*. Spending your time looking for excuses for not selling kerosene and lubricating equipment is very unprofitable business for you. Tangible results only will keep a credit in your current account.

"Off with your coats, and dig! Success nuggets are not found scattered on the surface of the business gold mine. Work—hard, relentless, 'pick and shovel' work—alone will unearth life's greatest prizes."—L. E. PORTER.

St. Louis District.

Denver Daring Doers

April 15, 1918

Yearly Volume

1. R. W. JEWEL
2. R. CODDINGTON
3. J. H. WILSON
4. H. U. EARLE
5. W. V. CRANDALL
6. R. E. ERWIN
7. R. J. CODDINGTON
8. F. H. KILVER
9. F. W. SWERER
10. J. F. VONDEREMBSE
11. C. I. BENFORD
12. J. L. COCHRAN

Monthly Quota Percentages

- R. J. CODDINGTON
J. H. WILSON
H. U. EARLE
J. F. VONDEREMBSE
J. L. COCHRAN
W. V. CRANDALL
C. I. BENFORD
R. CODDINGTON
R. E. ERWIN
F. H. KILVER
R. W. JEWEL
F. W. SWERER

William Mann, Albany Manager, says:

"It is of the utmost importance that we become imbued with the stimulating influence of the spring-time sun and grasp the opportunities offered on every hand to make a bounteous seed time, a bounteous harvest-time, as, indeed, the spring-time is **our** harvest-time.

"Another short week and the first quarter of this eventful year 1918 will have been whirled off into infinite space with never a ghost of a chance of grasping the opportunities it offered which we may have missed.

"No use repining for **lost** opportunities, however. It is up to us to create **new** ones and grab those already created and those developing from day to day to replenish our exchequer; to increase our business; to retrieve our losses, if need be, and prove our statement that the seed-time is indeed **our** harvest-time.

Technical Talks

Valuable Information on Air.

BY C. H. YOUNG.

Question: What is air composed of?

Answer: Air is composed principally of the three gases—nitrogen, oxygen, and carbonic acid gas. In the following proportions: Nitrogen, four parts; oxygen, one part, with a slight mixture of carbonic acid gas.

Q. Which is that most important of the gases?

A. Oxygen is the most important, for to its agency are owing the existence of animal life, the maintenance of combustion, etc.

Q. What is a vacuum?

A. A space void of air.

Q. Which is the best conductor of sound, damp air or dry air?

A. Damp air is said to be the best conductor of sound.

Q. Is air a good conductor of heat or cold?

A. We heat or cool a room by the circulation of air, but air that is confined, or dead air, is a good non-conductor of either heat or cold.

Q. Does water contain any air?

A. There is about two per cent of air in ordinary fresh water; salt water contains less.

Q. What is the weight of air?

A. 13.817 cubic feet of dry air at sea level, with a temperature of 60° Fahr., weighs just one pound.

Q. How much does air expand with heat?

A. Air, at a constant pressure, expands 1/461 of its volume for each (Fahr.) degree of heat communicated above zero.



Bowser Liberty Loan Floats

This company has certainly been patriotically exercised. We've done in general and particular, as a Company, and individually, as much as has been humanly possible to boost the Third Liberty Loan.

The two floats shown are just a sample of our Fort Wayne parade. The children in the first float reproduced belong to Bowser folks and the girls in the second float are enthusiastic members of the Company.



Says the Irishman

The Irish are a great race.
Says the despondent Irishman,
"Oi'll either commit suicide, or die
in the attempt."

Says the Irish duelist, "Oi am
nearsighted; Oi demand the right to
stand ten paces nearer to you than
you stand to me."

Says another duelist, "You say
you are fatter than Oi, and that
you make a larger mark; admitted.

But—Oi make two vertical chalk
lines on you, that is my width.
Should Oi hit you outside those lines
it don't count."—Anonymous.

A banker was in the habit of
wearing his hat a good deal during
business hours, as in summer the
flies used his bald pate for a parade
ground, and in winter cold breezes
swept over its polished surface.

A negro workman on the railroad
each week presented a check and

drew his wages, and one day, as he
put his money into a greasy wallet,
the banker said: "Look here, Mose,
why don't you let some of that
money stay in the bank and keep an
account with us?"

The negro leaned toward him, and,
with a quizzical look at the derby the
banker wore, answered confidently:

"Boss, I's afear'd. You look like
you was always ready to start some-
wheres."



INSTALLATIONS IN TENNESSEE

Art in Everything

There is art in everything and we are all, or we may all become, artists.

The mediums we use may be oils or men or words. The artist sits before his empty canvas and plans the composition of his masterpiece. He closes his eyes and sees the brilliant coloring of the sunset or the soft haziness of the fields at twilight. He handles the brush, a daub here, a daub there, a working here, a working there, and lo! his masterpiece.

The builder of business looks out upon his factory buildings; he plans a greater business and the years make his masterpiece—a great business organization.

The salesman looks over his territory. He sees the possibilities for his product and he plans his masterpiece—maximum sales.

The artist uses oils, the business builder men, and the salesman words. Too much yellow on that canvas gives the sunset an artificial look. The wrong man as chief is a handicap to the whole business organization, and—but, brother, you've got the idea—the creating and perfecting of your masterpiece—maximum sales—requires care in the planning and diligence in the executing but the results—the results are what you make them—your masterpiece.

(With apologies to *System*)
W. M. MANN, *Albany District*.

Minneapolis "High Five"

April 16, 1918

1. JAMES WARD(7)
2. J. R. O'MALLEY.....(6)
3. E. C. BUNDAY.....(1)
4. F. E. BRAGG (tied).....(6)
4. J. C. WARD (tied).....(8)
5. R. B. LIPES.....(2)

Extent of the S. F. Bowser Business



The preceding photograph was snapped in India. The large tank on the truck was shipped there from our Home Plant in Fort Wayne. We sell 'em everywhere, boys—ALL THE TIME TO ALL NATIONALITIES. Get your hand in!

A Man's Prayer

"Teach me that sixty minutes make an hour, sixteen ounces one pound, and one hundred cents one dollar.

Help me to live so that I can lie down at night with a clear conscience, without a gun under my pillow, and unhaunted by the faces of those to whom I have brought pain.

Grant, I beseech Thee, that I may earn my meal ticket on the square, and in doing so may not stick the gaff where it does not belong.

Deafen me to the jingle of tainted money.

Blind me to the faults of the other fellow, but reveal to me my own.

Guide me so that each night when I look across the dinner table at my wife, who has been a blessing to me, I will have nothing to conceal.

Keep me young enough to laugh with my children and to lose myself in their play.

And then when comes the smell of flowers and tread of

soft steps and the crushing of the hearse's wheels in the gravel out in front of my place, make the ceremony short and the epitaph simple:

HERE LIES A MAN."

Success!

Elusive as It Is, "Clint" Carpenter Has Given Us a Glimpse of It!

"What makes SUCCESS; is it an opportunity or is SUCCESS the answer to audacity?

"I believe SUCCESS in our business is attained by successfully weighing a customer's needs and then going ahead and supplying them.

"The salesman that plans next week's work on last week's plans, with no addition, is going backwards. The one that puts thought and study in his work in advance, and then goes at it with audacity and vigor is the one that stands out from the others as the greater SUCCESS."

H. C. CARPENTER,
Manager Atlanta District.

Cheering Someone On

Don't you mind about the triumphs,
Don't you worry after fame;
Don't you grieve about succeeding,
Let the future guard your name.
All the best in life's the simplest,
Love will last when wealth is gone;
Just be glad that you are living,
And keep cheering someone on.

Let your neighbors have the blossoms,

Let your comrades wear the crown;
Never mind the little setbacks
Nor the blows that knock you down.

You'll be there when they're forgotten,

You'll be glad with youth and dawn,

If you just forget your troubles
And keep cheering someone on.

There's a lot of sorrow around you,
Lots of lonesomeness and tears;

Lots of heartaches and of worry
Through the shadows of the years,
And the world needs more than triumphs;

More than all the swords we've drawn,

It is hungering for the fellow
Who keeps cheering others on.

Let the wind around you whistle,
And the storms around you play;
You'll be here with brawn and gristle

When the conquerors decay.
You'll be here in memories sweetened

In the souls you've saved from pawn,

If you put aside the victories
And keep cheering someone on.

—Exchange.

New York "High Five"

April 20, 1918

1. F. H. PEEPLES
2. S. W. SILSBEE
3. G. W. SCOTT
4. A. CHAPMAN
5. J. A. GRANNIS

He's Right!

Everybody Is Better Off.

"In nearly all cases, short terms are the most profitable for all concerned—better for you, for the customer, and for Bowser & Company."—J. W. BURROWS,

Tri-State Manager.

A Pleased Customer Boosting His Bowser System

**Plan to Make This
An Easter of Economy**

FROM time immemorial, Easter has been the day when Bowser's Spring emerges from the drowsiness of Winter, and once a clothes must be in harmony with the day, fresh, like spring—like you!

Two weeks time in which to place and prepare your customer to get the little Easter clothes ready. Take our advice, clothes have found it advantageous and don't buy a single new garment until you are here ready.

BOWSER DRY CLEANING

**Will Make Your Old Clothes Do—
Make Them Appear Like New!**

Unbelievably great cleaning in the new system of drying together, and the only way to do it in this country. Bowser's Dry Cleaning is the only way to do it in this country. Bowser's Dry Cleaning is the only way to do it in this country. Bowser's Dry Cleaning is the only way to do it in this country.

Place Your Easter Orders for Dry Cleaning Right Away

Bowser's Dry Cleaning is a method as perfected by science and experience that it is absolutely safe, thorough and economical.

—and to remind you

that before you place your order, please examine our facilities, and our staff, and our all our clean customer ready. Do not expect to have the different cleaning done at home—this is a new quality of the Bowser.

Out-of-Town Folks!

Remember, we prepare your order, then change it all facilities according to this or some not having. Please remember. Please remember. Please remember.

For Your Convenience—Two Branch Offices

Have excellent facilities and modern equipment to give you quick and efficient service.

474 Galvez
221 Bowser Street

46 Astor and Wagner

Have excellent facilities and modern equipment to give you quick and efficient service.

475 Galvez

CHALNETTE
THE WORLD'S LARGEST

This ad, featuring our equipment, was run in the **New Orleans News** by the Chalmette Dry Cleaning Company as an incentive to patrons to send their dry cleaning orders to their firm. From the ad it is a self-evident fact that our equipment is a business getter because of the thoroughness with which it can be depended upon to handle fine fabrics.

"The Five Leading Senators"

Washington, April 22, 1918

1. C. L. SPEIGHT
2. J. F. JEFFREYS
3. G. A. SMITH
4. J. T. GIBBONS
5. A. L. CORBIN

We know we can depend upon the Bowser boys in the trenches to do their "bit" and we know we can depend upon the Bowser boys in the sales forces to do their "bit," too.

Be the kind of a man who knows how to take advantage of the opportunities that come your way.

Brown's goat has been found! Where? In the Boomer Department, of course. We've need of a goat, believe us.

Sometimes we wonder how many embryo Captains, Lieutenants, Generals, Majors and Colonels are in our sales ranks.

Near Springfield, Massachusetts, there is a big park-line estate owned by a man who has a strong detestation of trespassers. To prevent the violation of his privacy he has posted all manner of signs on his place.

One evening he encountered a strange couple taking a "lover's walk" on the property.

"Can't you read?" growled the owner, as he pointed to a sign.

"We can read all right," said the swain.

"That sign there?" demanded the man with another growl.

A Fine Garage and a Fine Installation



Showing the installation of a Cut 241,
Cut 102 and Cut 128.

"We have read it," returned the other. "It says, 'Private,' and that's just why we came down here."

"Rafferty," said Mr. Dolan, "are ye wan o' them people that never know when they're whipped?"

"I am not. But I take nobody's wor-red fer it iexcept the doethor's afther I come to."

J. P. Kelly, who covers territory in the Province of Quebec, has recently been sending in some nice orders. You can't knock the "L" out of Kelly! He's a fighting Irishman who never knows when he's beaten.

A Letter by L. E. Porter St. Louis Manager.

"Attention to small details is what makes business pleasant."

For seven years before I started to work for Bowser & Company I worked in a furniture office under a manager whose favorite maxim is quoted above. I cannot brag that I absorbed this principle to the extent of being infallible in small detail matters but I did learn how much truth there is in the statement.

No set of men shun detail work so habitually and religiously as specialty salesmen and yet in no line of work is it so necessary that the small details of the business be mastered and taken care of currently as in this line of business.

Salesmen frequently get downhearted and make a strenuous complaint with regard to occasional chargebacks on their statements, or what they think to be unnecessary delays in the handling of their orders and shipment by the factory.

YET I SAY FRANKLY TO YOU THAT IN 95 CASES OUT OF 100 THE CAUSES FOR DELAY ARE STRICTLY WITHIN YOUR OWN CONTROL.

As an evidence of the truth of the above statement, please note

following the most common causes for our inability to handle an order promptly:

Definite shipping date given, with provision for earlier shipment if requested;

Error in sale price;

Cut number omitted;

Exchange basis not clearly understood;

Pump length not given;

Salesman sent personal check for payment;

Advice regarding pump length to be supplied by customer;

Capacity of tank not clear;

Change in equipment to accommodate two pumps;

Proper lining not specified;

Confirmation not at hand;

Terms wrong;

Item of barrel track not understood;

Slow stock exhausted;

Post-dated check indorsed;

Price wrong;

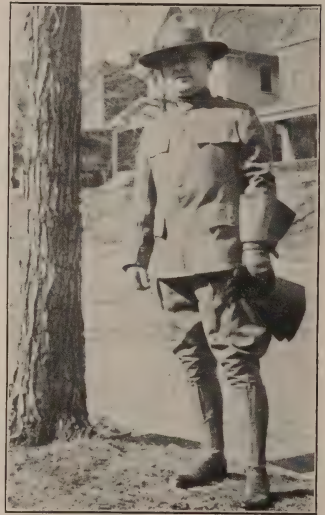
Exchange Card not inclosed;

Did not use Direct Inquiry Ticket;

Irregular terms.

These are drawn from our actual daily experience in handling orders.

Let's make an improvement, as I know we can by putting aside any careless attitude toward detail work and taking a real interest in this business as the vehicle for our success in life.



Mr. J. C. McKeown,
Home Guardsman

Mr. J. C. McKown, who is doing excellent work in Kansas City, has found time to serve America by becoming a member of the Home Guards in his city. A short time ago Mr. McKown was actively employed as a guard when strikes and riots were prevalent in Kansas City.

Standing of Forty High Men Volume of Business

April 24, 1918

Salesmen's Names	Office	Salesmen's Names	Office
1. W. C. Halsey.....	Albany	21. W. H. Scruggs.....	Memphis
2. W. B. Stamford.....	Philadelphia	22. M. C. Benham.....	Minneapolis
3. C. B. Bremner.....	Toronto	23. T. H. Moseley.....	St. Louis
4. J. T. Gibbons.....	Washington	24. E. S. Stetzel.....	Memphis
5. J. G. Phipps.....	Pittsburgh	25. E. A. Vortigern.....	Philadelphia
6. R. W. Maxey.....	Memphis	26. C. W. Morgan.....	Dallas
7. R. Coddington.....	Denver	27. C. Bennett.....	Dallas
8. L. L. Brown.....	Dallas	28. G. Walker.....	Atlanta
9. O. T. McKissick.....	Dallas	29. W. B. Offerle.....	Pittsburgh
10. F. H. Peeples.....	New York	30. C. H. Pridey.....	St. Louis
11. W. H. Trammell.....	Atlanta	31. A. G. Hartgen.....	Pittsburgh
12. B. A. Deffler.....	Tri-State	32. S. F. Taylor.....	Albany
13. W. V. Crandall.....	Denver	33. W. F. McKillop.....	St. Louis
14. S. G. Adams.....	Toronto	34. J. J. Connelly.....	Chicago
15. B. B. Bates.....	Dallas	35. C. M. Hunter.....	Atlanta
16. N. Brown.....	Dallas	36. F. C. Rice.....	Tri-State
17. G. W. Scott.....	New York	37. C. E. Joyce.....	Dallas
18. R. W. Jewel.....	Denver	38. C. H. King.....	Toronto
19. C. L. Speight.....	Washington	39. K. F. Hessenmueller.....	Pittsburgh
20. L. C. Tanner.....	Dallas	40. J. C. Long.....	Atlanta

District Office Quota Standing

Fifteenth Quota Week Ending April 20, 1918

DIVISION "A"

1. DALLAS - - - B. L. Prince, Mgr.
2. MEMPHIS - - H. W. Brown, Mgr.
3. ST. LOUIS - - L. E. Porter, Mgr.
4. ATLANTA - H. C. Carpenter, Mgr.
5. SAN FRANCISCO D. S. Johnson, Mgr.
6. TORONTO - Harry Christie, Mgr.
7. FT. WAYNE A. W. Dorsch, Mgr.
8. PITTSBURG - - H. C. Storr, Mgr.
9. ALBANY - - - W. M. Mann, Mgr.

DIVISION "B"

1. WASHINGTON E. B. French, Mgr.
2. DENVER - - C. C. Barnet, Mgr.
3. TRI-STATE J. W. Burrows, Mgr.
4. MINNEAPOLIS R. R. Safford, Mgr.
5. CHICAGO - T. D. Kingsley, Mgr.
6. NEW YORK - E. J. Little, Mgr.
7. PHILADELPHIA J. P. O'Neil, Mgr.

District Office Standing in Lubricating Contest

April 20, 1918

- | | | |
|-----------------|--------------|-------------------|
| 1. PHILADELPHIA | 6. TRI STATE | 11. SAN FRANCISCO |
| 2. MINNEAPOLIS | 7. DENVER | 12. ALBANY |
| 3. DALLAS | 8. ATLANTA | 13. TORONTO |
| 4. WASHINGTON | 9. PITTSBURG | 14. CHICAGO |
| 5. ST. LOUIS | 10. MEMPHIS | 15. NEW YORK |
| | | 16. FT. WAYNE |

District Office Standing in Kerosene Contest

April 20, 1918

- | | | | |
|---------------|----------------|------------------|-------------------|
| 1. Memphis | 5. Atlanta | 9. Denver | 13. San Francisco |
| 2. Dallas | 6. Chicago | 10. Fort Wayne | 14. Toronto |
| 3. Washington | 7. St. Louis | 11. Philadelphia | 15. Albany |
| 4. Tri-State | 8. Minneapolis | 12. Pittsburg | 16. New York |

Toronto "High Five"

April 15, 1918

1. C. B. BREMNER.....(Western)
2. S. G. ADAMS.....(Western)
3. C. H. KING.....(Western)
4. J. W. FREEMAN.....(Western)
5. J. M. ROY.....(Eastern)

Mann says:

*"Schuster simulates
Strout's succes by slyly
slipping several solid so-
licitations from slippery
sidesteppers."*

In Merrie England

Your baggage is "luggage" in Eng-
land,

Your trunk is your "box," you
will find,

You'll avoid quite a bit of confu-
sion

By bearing these changes in mind.

Locomotives draw "coaches" in
England,

Not conductor but "guard" is the
word,

A train isn't switched, it is "shunt-
ed,"

The streetcars are "trams," as
you've heard.

A cop is a "bobby" in England,

A cane is a "stick," don't you
know!

You must call it a "jug," not a
pitcher,

Don't say "Have a drink,"—
"Have a go."

Overshoes are "goloshes," in Eng-
land,

Not faucet, but "tap," you must
say;

If you're cooking and say, "Fetch
a spider,"

They'll shrink from you startled
away.

They don't mail their letters in Eng-
land,

But always they "post" them in-
stead;

Molasses they speak of as "treacle,"
And Z isn't zee, it is "zed."

America

My country, 'tis of thee,
Sweet land of liberty,
Of thee I sing;
Land where my fathers died,
Land of the Pilgrim's pride,
From every mountain side
Let freedom ring.

Let music swell the breeze,
And ring from all the trees,
Sweet Freedom's song;
Let mortal tongues awake,
Let all that breathe partake,
Let rocks their silence break,
The sound prolong.
My native country, thee,
Land of the noble free,
Thy name I love;
I love thy rocks and rills,
Thy woods and templed hills;
My heart with rapture thrills
Like that above.

Our fathers' God, to Thee,
Author of liberty,
To Thee we sing;
Long may our land be bright,
With freedom's holy light,
Protect us by Thy might,
Great God, our King.

He "Thinks" Orders Always

*Listen to This Little Story of
W. G. Chandler's*

Ye Editor was associated with Mr. Chandler, of the Washington District, in the Baltimore Office and he knows how W. G. is always "smellin' 'em out."

Sunday, April 21st.

"I ran over here Saturday morning, bringing nothing with me except my portfolio, not pre-

pared to spend the night, and expecting to leave on the 12:55 P. M. train. But some people here held me up and took \$1,409.50 of orders off me against my most vigorous protests. The latest was taken so late that I dated it April 22nd. It is, however, practically a Saturday order. Wouldn't that tickle the 'Old Man,' whose creed is 'Work Saturdays and carry your model.' The latter I didn't do, this time, but this Saturday's business is nearly my monthly quota."

A New Hampshire Stunt



It took F. H. Richardson, of the Albany Office, to relegate the "hoss" to the second floor to make way for the buzz cart. Here you will note that "Rich" has installed the Cut 241 in the doorway with an extension to reach over the curb on account of a local regulation.

The gentlemen who own this pump are harness makers and they have placed a "poosh" button on the pump to call them from their work to dispense "auto juice."

Tri-State "Quota Getters"

April 22, 1918

Salesmen	Repeats
W. P. SHEPHERD	7
B. A. DEFFLER	9
M. F. GRIGG	6
C. L. HUFFMAN	5
A. C. VANAUKE	4
F. C. RICE	8

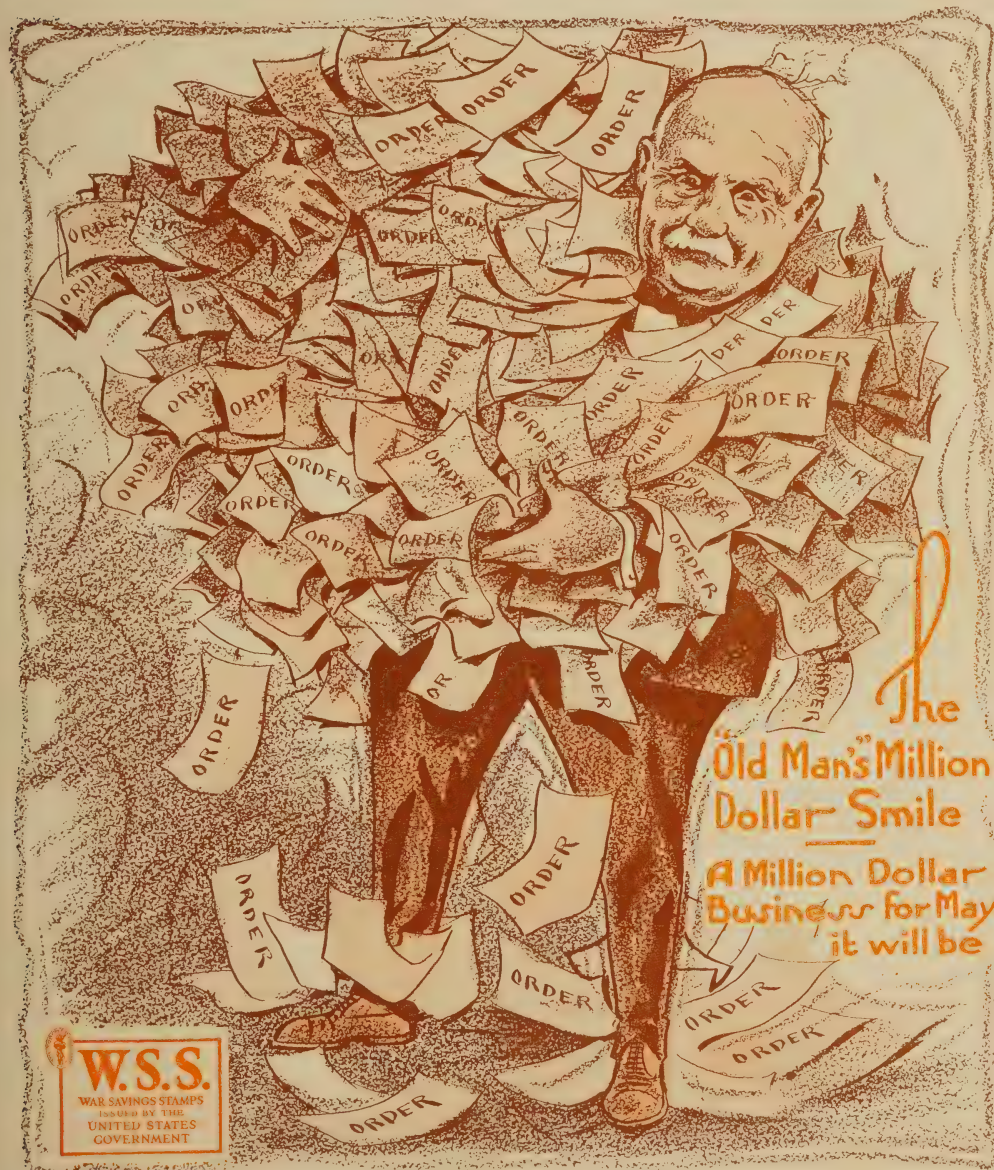


The BOWSER BOOMER

VOL. XVII

MAY 15, 1918

NO. 10



Standing of the Forty High Volume of Business May 8, 1918

Salesmen's Names	Office	Salesmen's Names	Office
1. W. C. Halsey.....	Albany	21. W. B. Offerle.....	Pittsburgh
2. C. B. Bremner.....	Toronto	22. E. S. Stetzel.....	Memphis
3. W. B. Stamford.....	Philadelphia	23. M. C. Benham.....	Minneapolis
4. J. T. Gibbons.....	Washington	24. A. G. Hartgen.....	Pittsburgh
5. J. G. Phipps.....	Pittsburgh	25. G. W. Scott.....	New York
6. R. W. Maxey.....	Memphis	26. C. W. Morgan.....	Dallas
7. R. Coddington.....	Denver	27. L. C. Tanner.....	Dallas
8. R. W. Jewel.....	Denver	28. W. F. McKillop.....	St. Louis
9. O. T. McKissick.....	Dallas	29. J. M. Roy.....	Toronto
10. W. H. Trammell.....	Atlanta	30. H. A. Vortigern.....	Philadelphia
11. B. A. Deffler.....	Tri-State	31. W. W. Seruggs.....	Memphis
12. F. H. Peebles.....	New York	32. S. G. Adams.....	Toronto
13. C. H. Pridey.....	St. Louis	33. T. H. Moseley.....	St. Louis
14. L. L. Brown.....	Dallas	34. G. Walker.....	Atlanta
15. W. V. Crandall.....	Denver	35. C. Bennett.....	Dallas
16. C. L. Speight.....	Washington	36. W. Snapp.....	St. Louis
17. E. L. Milliron.....	Pittsburgh	37. J. H. Bedser.....	St. Louis
18. Nod Brown.....	Dallas	38. F. M. Kennedy.....	San Francisco
19. B. B. Bates.....	Dallas	39. J. S. Lewis.....	Dallas
20. C. M. Hunter.....	Atlanta	40. W. C. Sutton.....	Fort Wayne

District Office Quota Standing

17th Quota Week Ending May 4, 1918

DIVISION "A"

1. DALLAS - - - B. L. Prince, Mgr.
2. MEMPHIS - - H. W. Brown, Mgr.
3. ATLANTA - H. C. Carpenter, Mgr.
4. ST. LOUIS - - L. E. Porter, Mgr.
5. SAN FRANCISCO D. S. Johnson, Mgr.
6. TORONTO - Harry Christie, Mgr.
7. FT. WAYNE A. W. Dorsch, Mgr.
8. PITTSBURG - - H. C. Storr, Mgr.
9. ALBANY - - - W. M. Mann, Mgr.

DIVISION "B"

1. WASHINGTON E. B. French, Mgr.
2. DENVER - - C. C. Barnett, Mgr.
3. TRI-STATE J. W. Burrows, Mgr.
4. MINNEAPOLIS R. R. Safford, Mgr.
5. NEW YORK - E. J. Little, Mgr.
6. CHICAGO - T. D. Kingsley, Mgr.
7. PHILADELPHIA J. P. O'Neil, Mgr.

District Office Standing in Lubricating Contest

May 4, 1918

- | | | |
|-----------------|--------------|-------------------|
| 1. MINNEAPOLIS | 6. ST. LOUIS | 11. NEW YORK |
| 2. PHILADELPHIA | 7. DENVER | 12. TORONTO |
| 3. WASHINGTON | 8. PITTSBURG | 13. SAN FRANCISCO |
| 4. DALLAS | 9. ATLANTA | 14. ALBANY |
| 5. TRI STATE | 10. MEMPHIS | 15. CHICAGO |
| | | 16. FT. WAYNE |

**Don't Stop With One W. S. S.
Keep at it Until You Have
a Whole Pocket Full**

Lubricating Contest

Don't let yourself feel that the Lubricating Contest is unimportant. Let us tell you a little incident which occurred when Assistant General Manager, W. G. Zahrt in company with a District Manager called upon a large oil company. The oil company executive said, "Why, I've noticed your Lubricating Contest mentioned in your BOOMER and I've been plugging for the local office." Think of it. An outsider sufficiently interested to help sell Bowser equipment. That's the way every salesman in the Bowser organization should feel—interested, keenly interested, wide-awake to the importance of selling lubricating oil equipment. We look over the branch office standing and note that the leaders are in no better territory to sell Lubricating Oil Storage than the others. There are just as many autos in one locality as the other. Just as much oil is used one place as another. The answer is not a locality. It is right down deep in every man's soul. Clear down where he thinks—right in the "think box."

Any man who is sold—really honest to goodness clinched on the advantages of lubricating equipment doesn't need his manager ding donging at him to be a big producer. He's right in the front ranks gathering in the golden shekels and piling up a bank account and Pacemaker points.

No use talking folks. It's the right idea that sells lubricating oil equipment. They say you can't get "blood out of a turnip." Neither can you get "Lub. Sales" out of an "idea producer" which does not know why "Lub tanks" make everyone happy and prosperous.



The "Old Man's Surprise Party"

The girls in our institution put a big surprise over on the "Old Man" Monday, April 15th. They brought him a handsome fountain pen and presented it to him. Nearly two hundred girls were at the big meeting held in the Convention Hall on the sixth floor of our new office.

Mr. Bowser expressed his earnest appreciation of the gift and enjoyed the party very much. A camera man appeared on the scene and snapped the "Old Man" surrounded by his girls. It was a great day for the "Old Man" and the girls alike.

Working Territory

Do not wait for inquiries, building permits, etc. If you bank on these you will not make the Club and the Chicago District will lag throughout the year. Work for a certain amount each week—enough to put you in the Club October 1st at the latest, and then CLOSE THAT BUSINESS, just as you would close a ten-point order if you needed that amount only to be a Pace-maker. Treat inquiries as surplus points. Work your territory from "stem to gudgeon," and work all lines assigned to you. If you do not work all lines you are not doing justice to yourself or Bowser & Company.

T. D. KINGSLEY,
Chicago Manager.

Dallas "100% Quota Men"

April 23, 1918

Salesman	Repeat
1. McKISSICK	13
2. MATTHEWS	11
3. LEWIS	8
4. WEEMS	8
5. BROWN (NOD)	15
6. SARGENT	8
7. WHITE	6
8. TUNSTALL	9
9. SULLIVAN	12
10. CHATHAM	7
11. SMITH	7
12. MOORE	5
13. GOOLSBY	9
14. MORGAN	14
15. GREER	5
16. GUNN	8
17. BENNETT	12
18. JOYCE	12
19. CLARK	10

More or Less

The wireless telegraph is fine,
Let all the poets harp it;
But wouldn't it be just divine
To have a beatless carpet?
—Youngstown Telegram.

A beatless carpet would be great,
In fact you've made a dandy wish,
But wouldn't it be just divine,
To really find a boneless fish?
—Geneva Free Press-Times.

No doubt these blessings would be
fine,
And greatly swell the nation's
bliss,
But scientists of late opine
That what we need's a germless
kiss.
—Birmingham Age-Herald.

A germless kiss! Sans care or woe.
We'll osculate, and not be ill.
But 'long about the first I know
I'd rather have a payless bill.
—Judge.

Leave it to W. G. Zahrt, Our Ass't General Manager and Treasurer
to Conserve His "Natural Resources"



What Our Business Accomplishes

Under the roof of the new Fort Wayne Office we are over four hundred strong.

Under the roof of the Fort Wayne Factory we are over twelve hundred strong.

Under the roofs of our Branch Offices in the United States and Branch Office and Factory at Toronto we are two hundred and sixty strong.

Five hundred salesmen compose our road force.

Banded together we are nearly twenty-four hundred strong.

Through our united efforts much good has been accomplished. By "all joining hands" we have built up our big business, which in turn maintains hundreds of families, educates thousands of children and gives our employees steady work. We have invented a number of perfect equipments that yearly save millions of dollars for our patrons in conserving oils which would otherwise be wasted through spillage and by evaporation. Our Safety Devices save millions of dollars worth of property from destruction by oil explosions. They also save hundreds of lives.

And this matter of "all joining hands" does more than solve the

problem of earning twenty-four hundred livelihoods, more than build up a fine business which serves the requirements of today's public. It makes twenty-four hundred of us meet on common ground every day because we are concerned with helping one another live. The men in the factory help you by making the outfits you sell. Your sales keep the factory running, while our office clerks figure out your commissions, and our Executives plan tremendous business campaigns. It creates the fellowship spirit, gratifying your human craving and mine for companionship: Our steady employment keeps us rational, develops our brains and bodies, gives us a part in a battle for supremacy. The "rough edges," harmful egotisms and weaknesses of character are remedied. We become stronger, happier, better fighters, more independent, more clever and more experienced as we take care of our daily responsibilities.

Our business, therefore, makes a more capable man of you, of your associates in field, office and factory, provides for your livelihood, and for the livelihoods of hundreds of your friends and their friends, and takes care of the lives and property of the public.

Denver Daring Does

May 1, 1918

YEARLY VOLUME

1. R. CODDINGTON
2. R. W. JEWEL
3. W. V. CRANDALL
4. J. H. WILSON
5. H. U. EARLE
6. F. W. SWERER
7. J. F. VONDEREMBSE
8. R. E. ERWIN
9. F. H. KILVER
10. C. I. BENFORD
11. R. J. CODDINGTON
12. J. L. COCHRAN
13. H. S. WORTHINGTON

MONTHLY QUOTA PERCENTAGE

1. C. I. BENFORD
2. J. H. WILSON
3. R. J. CODDINGTON
4. J. F. VONDEREMBSE
5. F. W. SWERER
6. H. U. EARLE
7. R. CODDINGTON
8. F. H. KILVER
9. W. V. CRANDALL
10. R. W. JEWEL
11. J. L. COCHRAN
12. R. E. ERWIN
13. H. S. WORTHINGTON

To be successful two things are essential—dollars and sense.

A promising customer may be all right but a paying one is better.

If you itch for more business it is up to you to do some lively scratching.

It is a pity that the man who first invented excuses did not patent the idea.

Personality is a good asset only when it is coupled with intelligent activity.

Here's hoping our boys won't stay in France long enough to acquire the habit of kissing each other.



Ruins of the Store of L. F. Price, Macon, Ga.

The above photographs forwarded to us by F. W. Patterson, of the Atlanta District, are excellent evidence of the safety of Bowser underground tanks. The buildings were entirely destroyed, the brass melted off the filter, but the 625 gallons of gasoline in the tank were perfectly safe.

Mr. Price thought the fire started at his Kerosene can and has since purchased an underground system for kerosene.

Mr. Patterson is shown near his side partner—his "gas wagon."

The Oil Age

We've had our Stone Age, Iron Age and Bronze Age. Today we are living in an Oil Age. Now, no joking. When you go down any city street what do you see? Kids peddling along on oiled velocipedes, sliding on roller skates, men on nicely oiled bicycles, in automobiles. When you enter a grocery, what do you smell first? Kerosene and gasoline, if the grocer isn't Bowserized. When you go into a manufacturing concern, what do you see? Lubricated machinery. Enter a drugstore and there you

have castor oil. Go to any aviation field and you see aeroplanes, oil tanks, trucks, ambulances.

Without question this is an oil age. And S. F. Bowser & Company, Incorporated, makes oil tanks to preserve and conserve oil products. Sell the line!

The Fighting Phillies

May 8, 1918

1. VORTIGERN
2. STAMFORD
3. BOOKER

Some men believe in doing others they are dunned by.

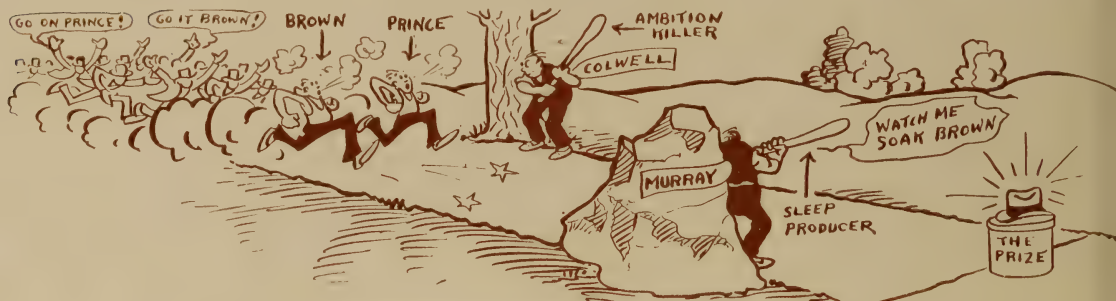
Make every moment count, and don't overlook a single bet. Put your business machine in high, open up your cut-out and blow out everything that is interfering with your work. Step on your throttle, give it juice, and, Oh, you Baby! Run! Run!! Run!!!

H. C. STORR,
Pittsburgh Manager.

An army officer reports that married men stand shell shock better than single ones. They ought to. They're used to being "gassed" and "blown up."

A good sign for any door—"Come in without knocking; go out the same way."

There's a Lot of Interest in the Brown, Prince, Dallas, Memphis, "nouveau chapeau" (that's French for New Hat) Kerosene Race Now Being Staged. In Case of a Tie the Hat Goes to the Editor! Fair nuf? Sure!!



Our Men "Over There"

So many of our men have gone "over there" in the past year from shop, office and field that it is apropos today to comment upon just what their going means to us.

Materially, it means we are weaker when it comes to our "man power." Spiritually, it means we are stronger when it comes to our "will power."

Our boys in the shop and office feel that if their pals are brave enough to go across, risk life for the cause of democracy, they are brave enough to speed up at the machines and work harder at their desks. You men on the road experience this same urge; namely, that of making up for the lack of "man power" by exercising "will power."

This taking a firmer grip upon the requirements of the hour, this going the "extra mile" keeps "business as usual," helps the man who left his lathe, the man who closed his ledger, or put away his grips, to fight calmly and courageously for victory. This spirit of every man doing his bit makes defeat impossible.

Our men's going away, therefore, means to you and me that we become more efficient in our daily endeavors, that we quicken our pace, do more work and bet-

ter work, that we match our courage with the courage of the boys "over there," that we become as fine and heroic as these soldiers of ours.

Extracts from Message of Secretary of the Treasury McAdoo

I write to ask you to help your country.

You can do so and also help yourself in a very simple manner.

Many of us cannot fight, but every one of us can help by saving. Every dollar saved and not spent on unnecessary things releases that amount of labor and material to make articles for our army and navy. When a dollar that is saved is loaned to the Government it is doubly effective.

To that end Congress has authorized the sale of war-savings stamps and United States thrift stamps in denominations of \$5 and of 25 cents, respectively. Each war-savings stamp you buy is a loan to the United States Government, is a direct help to every soldier and sailor who is risking his life in the war, and is a safe and simple way to invest your savings.

The United States Government pledges its entire resources and credit to repay this loan on

January 1, 1923, with 4 per cent interest.

Should you want your money back before January 1, 1923, any money-order postoffice will, after ten days' written demand, refund to you the amount you paid for war-savings stamps plus an added amount for each month you have held them after January, 1918.

F. C. W. O.

A letter from J. C. McKeown, of the St. Louis office, is an interesting demonstration of the value of F. C. W. O. terms. A great many big men appreciate it. Here is an actual experience:

"I sold a wealthy man this morning a ten-barrel tank and advised him our cash terms. I was careful I know, but he got 'sore.' So I explained more carefully about the cost of entering accounts, collection expense, ACTION on shipment etc. RESULT—his check. He asked me to explain our method to his manager so he could put it into effect with their salesmen.

"Yours, McKEOWN."

P. S.:—Subject said, "That is certainly an up - to - the - minute business suggestion."

District Office Standing in Kerosene Contest

May 4, 1918

1. MEMPHIS
2. DALLAS
3. WASHINGTON
4. TRI-STATE
5. ATLANTA
6. MINNEAPOLIS
7. ST. LOUIS
8. CHICAGO
9. DENVER
10. FORT WAYNE
11. PHILADELPHIA
12. PITTSBURG
13. SAN FRANCISCO
14. TORONTO
15. ALBANY
16. NEW YORK

They Never Wear Out

Mr. H. J. Bradshaw,
BOOMER Editor,
S. F. Bowser & Company.
MY DEAR BRAD:

We are enclosing herewith a report from our Mr. Eaton, who is covering the Duluth territory, which will certainly speak for itself.

Here is an underground Bowser tank that has been in use since 1896, and is just as good as new.

Yours very truly,
R. G. CONKLIN,
Minneapolis District.

Advertising

Coming through the Bowser Print Shop are some of the niftiest pieces of advertising which have ever been produced. Many of the pieces are particularly useful to leave with a prospect. They carry the Bowser message in a very convincing way and they leave an impression of quality and stability. It is quite as important that we leave an unsold prospect in a receptive frame of mind as that we approach him carefully. When haste in closing a customer seems inadvisable be sure that the "representative" that you leave behind will maintain your standard, be it a statement of fact or a piece of adver-

tising matter. You must see to it that your spoken word is exactly in tune with your message. The Bowser Company has arranged that the advertising matter be correct. The combination is a big business getter and hard to beat.



C. L. Powell

We asked C. L. Powell, government and export salesman from the New York office, to stand up and smile for us. So we snapped him. This is the frame of mind everyone gets into when visiting the factory and seeing the folks.

Fort Wayne's "High Ten"

May 8, 1918

1. J. T. PRIDE, JR., Kentucky.
2. W. C. SUTTON, Indiana.
3. W. A. ARMSTRONG, Michigan.
4. R. J. GOODMAN, Michigan.
5. J. W. CARLSON, Indiana.
6. J. B. HAGAMAN, Michigan.
7. J. C. TIBBLES, Ohio.
8. H. E. CONN, Indiana.
9. PHILIP CARLTON, Michigan.
10. C. B. SUNDERLAND, Indiana.

Our Factory

How many of you boys have gone through our factory? That is, recently?

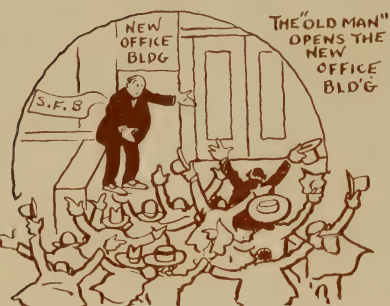
I wish it were possible today for every one of you to take an hour's trip from one department to another. You would see some modern miracles.

The ingenuity of twelve hundred men combined with the ingenuity of hundreds of machines have to do with the intricate creation of Bowser equipment. Brain, brawn and power unite to manufacture our line. Our big machine shop is alive with activity, mechanical and human. The boiler shop rings with the vibrations of rapid, sure strokes. Our welders are drawn up in long lines working before their torches. The thundering of rivet driving stops the ears with din. Huge punching machines pierce thick steel plates on moving platforms. Drills bite into sheet iron as smoothly as a silver knife carves butter. Flying belts, the shuddering air, the heat of forges, sweating men, hurrying wheels, all bespeak work going forward at high pressure—bespeak a great business enterprise on its toes turning out fine materials.

A trip through the factory is an inspiration. It shows what can be accomplished by men working together in a great shop, uniting their thought and strength with the force of machines. It shows how much work can be done, pushed forward by the requirements of the salesmen selling the line in the field.

In your hands, Mr. Salesman, lies part of the success of this enterprising institution. The throb of accomplishment shaking our factory walls and floors beats to the pulse of your efforts, of your enthusiasm, of your haste, of your eagerness to do a big business this summer.

S. F. Bowser Has Big Doings. Makes Himself Happy by Making Someone Else Smile. Great Stuff! Let's All Do It!



The Peerless Pittsburgh Are Admonished by Their Manager

"Now, let all put our shoulders to the wheel and all push together, and when the month is over, let it be said that the Pittsburgh District not only did its share, but then some."

H. C. STORR.

You can always count on this bunch to boost as well as push.

The Peerless Pittsburghers

May 4, 1918

1. K. F. HESSENMEULLER
2. J. O. McCracken
3. R. D. LEONARD
4. E. L. MILLIRON
5. A. G. HARTGEN
6. I. M. CAMDEN
7. J. W. TUCKER
8. W. F. EICHELBERGER
9. W. B. OFFERLE
10. F. H. LOWE

Paul H. Lemen, of Philadelphia, is after business so hard he has run the differential off his jitney.

Paul says the sand heaps are so high and the sweet potatoes so big that a differential or two, more or less, doesn't make much difference.

Anyhow, old top, when you start for the Convention in Fort Wayne next year, you want to have her greased up, for it's a long way.



W. F. Eichelberger

Transportation problems never worry W. F. Eichelberger, of the Pittsburgh office. When trains won't run he just ties a trailer on behind his little old joy wagon, stretches a tank from the back end and takes her home. No use talking, Hal Storr has them so "pepped up" in the mountains of Pennsylvania that they will go to any length to put it over.

The way Eichelberger is piling up pacemaker points makes us believe he'll soon be over the line.

Mr. Eichelberger is a good local advertiser and never overlooks an opportunity to get a write-up in the papers. A clipping before us emphasizes the fact. Everybody should keep his eyes peeled for good, local advertising. Be a mixer; be well known. It's a wonderfully effective sales argument.

Our Special Sale

Take greater advantage of this opportunity, boys. Make some real money! Don't waste an hour! Your time is your capital and when you waste any of it you are throwing away commissions which you should have; you are stealing from yourselves.

There never was and never will be a more opportune time for such a sale—fine weather, fine roads, automobile traffic greater every day. Everything in your favor to help warm up your prospects. But you have to be on the job every minute. Prospects are not going to flood us with letters saying, "I am in the market for a storage system. Have your representative come to see me as soon as possible." Business is like ore—you have to DIG to get it.

It has been said that while Opportunity knocks at least once at every man's door, the party inside has no right to expect the panels to be kicked in, and that if the expectant party is a salesman he had better not wait inside at all. The only way in which he can ever hope to catch a glimpse of Opportunity is to get outside the door and do a lot of active searching for her up and down the street.

J. W. BURROUGHS,
Tri-State Manager.

**BOWSER
BOOMER**

**PUBLISHED SEMI-MONTHLY BY
S. F. BOWSER & CO., Inc.**
Fort Wayne, Indiana
Manufacturers of Oil and Gasoline
Storage Equipment

H. J. BRADSHAW, Editor

THE BOWSER BOOMER IS THE MAGAZINE
OF THE BOWSER SALESMEN
OF THE WORLD

It is published in their interests and its view-
point reflects their aims, activities and ideals.
Every salesman is entitled to a copy.
News items, photographs, sales arguments
from all are welcome.

Vol XVII MAY 15, 1918 No. 10



Alertness, a National Asset

In the "Guaranty News" is the following item:

"As we write the war rages across the North Sea. On a clear day in the outskirts of London one can sometimes hear faint rumblings which sound like the distant roar of battle guns. England, France and the other European Allies have suffered terribly. We fear that America, separated by three thousand miles of water may receive its impressions diluted by the distance the news travels. This crisis needs America's assistance badly and every American can do his or her bit toward victory."

Never must we forget that we are all "under orders." Because we are far from the battle line our duty is in no wise altered. Rather is it increased, for the alertness displayed by each fighter in the rear is a protection to those in the trenches. The poison gas of the trenches can be quickly detected and its dangers practically neutralized, but the Enemy Psychology which is attempting to "gas" Americans as they go about their daily duties

is sometimes so subtle that it is overlooked.

There are many temptations to criticize presented every day—possibly plenty of occasion for it, but in the degree to which the multitude of people are watching their thinking, in that degree will there permeate public opinion a more clarified sense of present-day obligations.

Public opinion is molded by bringing to the attention of the multitude some statement of fact (it is regrettable to say that erroneous thinking is established the same way) so often that it is finally accepted and acted upon.

We need have little fear of Germany as a physical enemy, but we need to be wide awake concerning her devilish machinations as a mental enemy. She cannot subdue us by force of arms, but a propaganda of suggestion if successful would lure us into a false sense of security from which we might awaken too late and only to find ourselves defeated.

Let every statement appearing in the press, let all conversation carrying a suggestion of our weakness or of our division as a people be instantly denied. Every thought in our own minds of waste of time, labor, money or material should be instantly destroyed. Let us turn to constructive acting, thinking and believing.

The New Office Building

The new Office Building is finished! Everything is in its place and boys! believe me, it's a beauty! The Old Man is as proud of it as the most doting father could be over his first-born boy! Well, why shouldn't he be? He has worked like a beaver to build up this fine business, has worked early and late, frozen in the winter and roasted in the summer, put up with every sort of incon-

venience, faced down bankers when they didn't want to lend him money, proved to them that he was the best sort of collateral for his loans and then on top of it all, he wanted a fine building in which his employees could work. He has said many times that he didn't care for a big monument in the cemetery to be a reminder that such a person as S. F. Bowser lived and earned a dickens of a lot of money and then passed in his checks. No, siree! He wanted a monument in the shape of a business, built upon the idea of liberality to all—a happy institution working under conditions which make for peace. He said in a speech in the shop that he didn't have a single desire to interfere with anything anyone wanted to do. He wants everyone to live his or her life in his or her own way as long as each approximates the Rules of Right. Surely the new office building stands as such a monument.

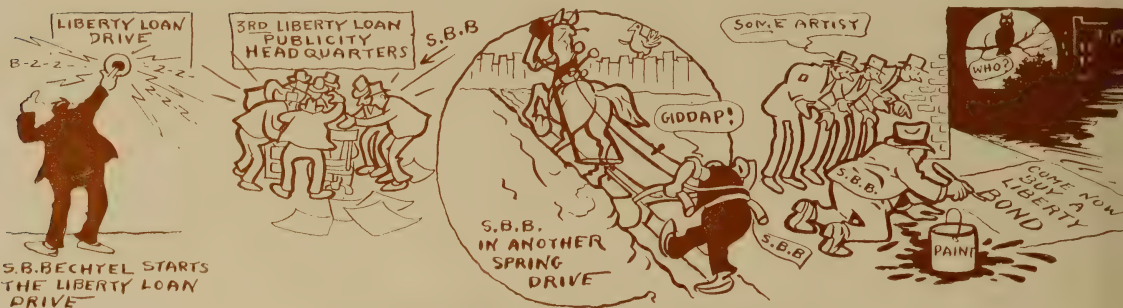
It is complete in every single particular and at an early date it is our intention to reproduce in THE BOOMER glimpses of its many features.

One thing stands out in the writer's mind prominently. It is the Convention Hall. No more will we have to have special headquarters in the shop for our Pacemaker conventions! Now, we'll march into one of the finest auditoriums in the city, with every convenience imaginable where we can sit and listen to the Old Man and his able cohorts trying to tell us how to wallop the life out of every person in the country who hasn't been converted to "Bowserism."

Well, we could spiel on indefinitely, but we'll leave it here and begin again some day.

Much depends on a man's environment. In most states a man with two wives is a bigamist. In Utah he is a piker.

The "Big Chief," S. B. Bechtel has been Having Things Stirred Up and a-movin'!



Are You Satisfied?

If you are satisfied with your present earnings, you have reached the place where ambition lies dead at your feet; where anticipation of a comfortable future goes a-glimmering and where the realization of hope cherished in years past has vanished. This would be lamentable, deplorable, yes, almost tragic, and I hope none of the recipients of this letter have arrived at that place.

Only too true are these words of the immortal bard, "There is a tide in the affairs of men which taken at its flood leads on to fortune." Those who are awake to the possibilities of making money representing S. F. Bowser & Company should swim to the crest of that flood now; place a value on their time and make every hour count.

Duty is as inflexible as fate. If we are to attain the position where we can thoroughly enjoy the fruits of our efforts, we must keep our ideals in the ascendancy and the resting place, like the 'luring morrow, "Somewhere" in the hazy distance ahead. To the successful go the rewards.

W. M. MANN,
Albany Manager.

Minneapolis "High Five"

May 3, 1918

1. F. E. BRAGG.....	7
2. W. A. EATON.....	1
3. J. R. O'MALLEY.....	8
4. J. C. WARD.....	9
5. JAMES WARD.....	8

Speaking of tenacity, perseverance, stick-to-itiveness, etc., how about the men who have made the Honor Roll seven, eight, and nine times out of a possible eleven?

J. C. Ward leads in number of repeats. You will notice, however, that he cannot afford to lose another week arguing with his Chalmers, without putting himself in a position where there will be plenty of company.

What do you think of that recruit, O'Malley? What will happen when he has been with us long enough to learn the game?

As for Jim Ward, he has a record to be especially proud of, and I am going to tell you all about it next week.

This week's Honor Roll gives me an opportunity to introduce Mr. W. A. Eaton of Duluth. Mr. Eaton has covered the Duluth territory for the past few weeks, and while he has just missed the High Five two or three times, he

registered right this time, with a lot of fine clean business that took four figures to cover. We congratulate you, Mr. Eaton. Come again.

R. R. SAFFORD,
Minneapolis Manager.

Toronto High Five

May 4, 1918

1. C. B. BREMMER
2. S. G. ADAMS
3. C. H. KING
4. J. M. ROY
5. J. W. FREEMAN

The New Office

Pals! This new office of ours is a humdinger. As soon as the war is over and conditions permit of a riotous spread in the way of good eats and entertainment the firm is going back to good old Convention days. And then—say, that Convention Hall up on the sixth floor of the office will be "some place" for us boys to gather. We've had fourteen hundred men in the room as a test, and it's "bust proof." So think along toward the days when you and the old gang with the newcomers all collect in the hall. Say! The glass will sure blow out of the windows!

Failure is the line of least persistence.

Chicago High Men

In Sale of Lubricating Outfits
April 25, 1918

1. MAX HEINTZE
2. J. P. SHANNON
3. R. H. SHERLOCK

Daily Reports

If all the details which have gone to make it easy for Bowser salesmen to produce were stood up in a line and given the once over, "Mr. Daily Report" sure would stand out prominently. In fact, he could stick out his chest and be mighty proud, for the systematizing of our business has hinged upon this detail.

Sure! "Yours truly" knows it's a darned nuisance to write daily reports, or rather *did* think that way, until he sat down and took a real good "closeup" (as the movers will say) of the situation.

The big complaint against daily reports is the time! Well, it's not a valid excuse for the time we spend looking out of the windows, or watching a game of cards or a game of pool, would be more than sufficient to close the transaction.

There is a cumulative effect of having an undone duty on our minds that isn't good for a salesman to cultivate. There must be no dark corners in the minds of alert salesmen. There must be no sense of a duty undone. Every thought must be constructive.

The collecting of data for and from calling lists is the foundation of the Bowser business. Salesmen's calls are tabulated, each visit noted, each promise to call entered and on the date mentioned the salesman advised.

To salesmen entering new territory or covering the same one year after year, this information is valuable and indispensable.

How-de!!



Bowser Shakeographs

Harry Christie, Canadian Sales Manager, looked all puffed up as he strutted into the office building today. Well, who wouldn't be with a "President Pacemaker" in his family? We believe we would be mighty proud if Brenner was our man so we're inclined to slip in behind him and help root.

We were delighted to shake the hand of H. F. Babbitt, of the New York Office, when he slipped over the threshold. He looked around and said, "Gee, Brad, some class to the new building." Said he thought he was in the Woolworth building down Broadway.

Of course we don't know just why he was here, but from the looks on the faces of everyone in the conference, it sort of looks like he was arranging to take a broad jump into the leaders.

J. B. Hagaman, of Detroit, where life is worth living, strutted up to the Editor's desk and planked down one round semolian for his 1917 Pacemaker dues and hammered on the desk and declared he was on the road to Pacemakerville in fourth speed, the top down, the windshield in the ditch and the accelerator wide open. Gosh! He must have absorbed some of the Third Liberty Loan pep that was breezing around Woodward Avenue. Never mind, Hagaman, don't let 'em josh you. Keep at it. Show 'em up.

Of course we don't know just why Carver Wood, of Cincinnati, is up to bat. The look of determination in his eye leads us to believe he is out after blood. The first thing we know the front steps won't hold all the assembled Pacemakers but we should worry!

It's getting mighty warm in the Dallas, Memphis, Prince, Brown Kerosene contest. The Sons of the Sunny South have thrown down the

gauntlet to the "R.T.C.S.S. of G's of D.," and the whole shootin' match is mixed up in the scrap. Brown says Prince is so scared he's sicked Murray onto 'em and Prince says Colwell is standing in a well fortified position ready with the poisoned gas. Well, what we bet is that before the scrap is over the whole bloomin' territories will be taught how to Hooverize on Kerosene.

E. B. French, the Washington Manager, dropped in today to look the "Cup" over. He gave an order for a box in which to ship it to Washington in 1919. Funny how a man with a dollar necktie and a polished cane and patent leather boots will insist on walking down Main street and putting on airs! Then to top it off, E. B. tried to make definite arrangements for a Boomer announcement of the contest. Gee! the nerve of that fellow!

The Five Leading Senators

May 1, 1918

1. W. G. CHANDLER
2. C. S. SICKEL
3. C. L. SPEIGHT
4. J. T. GIBBONS
5. G. P. STOVALL

We are pleased to enter on the above list, the name of a newcomer. We refer to Mr. C. S. Sickel, who is working territory around Greensboro, N. C. He has been carrying the "Bowser grip" just three weeks, and secured enough business the third week out to "cop" second place on the "Five High" list.

Sit up, you "Old Timers" and take notice to this gentleman. Good luck to you, Mr. Sickel. May we have the pleasure of entering your name often.

E. B. FRENCH,
Washington Manager.

Maybe Both Are Right

A conductor and a brakeman on a Montana railroad differ as to the proper pronunciation of the name Eureka. Passengers are often startled at this station to hear the conductor yell:

"You're a liar! You're a liar!"

And then from the brakeman at the other end of the car:

"You really are! You really are!"

—Exchange.

Scientific Talks

By C. H. Young

WATER

Question. Of what is water composed?

Answer. Water is composed of oxygen and hydrogen.

Q. Is water compressible?

A. Water is compressible and is perfectly elastic, but the change is so minute as to have no practical consequence.

Q. How much does water expand in freezing?

A. It is said that water in freezing expands about 1-12 or .083 of its volume.

Q. What is the comparative weight of water?

A. Water is just 13.6 times lighter than mercury and 815 times heavier than air at the sea level, with a mean temperature (56° Fahr.)

Q. What is the weight of ice and snow?

A. One cubic foot of ice at 32° Fahr. weighs just 57.5 pounds, while one cubic foot of snow freshly fallen weighs 5.2 pounds and has twelve times the bulk of water.

Q. What is the boiling point of fresh water?

A. Fresh water would boil in a perfect vacuum at a temperature of 72° Fahr., in the open air at the sea level at 212° Fahr., and under a pressure of 15 pounds per square inch at a temperature of 234° Fahr.

Q. What is the weight of a cubic foot of fresh water at a temperature of 60° Fahr.?

A. Just 62.37 pounds.

Q. What is the weight of a United States Standard gallon of fresh water at a temperature of 60° Fahr.

A. About 8.33 pounds, consequently there are about 7½ gallons per cubic foot of water.

Q. How many cubic inches does the United States Standard gallon contain?

A. Just 231 cubic inches, or 294 cylindrical inches.

Q. What portion of the earth's surface does the sea occupy?

A. About 3-5 of the earth's surface.

Q. What is the amount of curvature of one mile of the ocean's surface?

A. About 2.04 inches.

Q. What would be the pressure per square inch of the water one mile below the surface of the ocean?

A. It is estimated to be about one ton to the square inch.

Q. How far below the surface of the ocean does the wave motion cease to be felt?

A. About 3,500 feet; and a few feet below the surface of the sea the water is of the same temperature all over the world.

Q. How does the friction of water in pipes increase?

A. Friction of water in pipes increases as the square of the velocity; thus, if in one pipe the water is flowing at the rate of two feet per second and in another there is water flowing at the rate of three feet per second, the friction in the latter will be more than double than in the former, for the square of two is four and the square of three is nine.

Q. What is the coldest body of fresh water known?

A. Lake Superior is the coldest as well as the largest body of fresh water on the globe.

Q. What velocity in the average river would a pitch of three inches to the mile give?

A. About three miles per hour; and a pitch of three feet to the mile would produce a torrent.

Q. What do we know about water?

A. Water is a liquid; specific gravity, one or unity. It is formed by the chemical union of the two gases, hydrogen and oxygen; in the proportion of two volumes or hydrogen to one of oxygen; or, by weight, or one part of hydrogen to eight parts of oxygen. It exists in nature, in the three states: Solid, as ice or snow; liquid, as water; gaseous, as fog or vapor. Water freezes at 32° Fahr. and boils at 212° Fahr. at the sea level. Its greatest density is at about 39.2° Fahr.; from this point it expands both ways. It is the only single substance known that does not always expand with heat; in freezing it is estimated that it expands from 1-11 to 1-12 in volume. It is the most powerful solvent known as it dissolves minerals, vegetables and gases. On account of its solvent power water is never obtained pure except when freshly distilled. The presence of salt raises the temperature of the boiling point and lowers that of the freezing point.

Denver Talks

FRENCH: "Is Your tail-light burning?"

C. C.: "It's in the dust behind you!"

We gained very substantially on "Little George" (Wash.) in the District Standing for the 14th Quota Week ending April 13th —2%. He is still quite a little ways ahead of us, but if we can put over gains of 2% or more for a few weeks we will just naturally swap places with him. You know "Little George" is an old "arch enemy" when we copped the cup away from him twice hand running and I don't suppose his minions ever quite forgave us. I am speaking of this now, boys, only because with their present lead you can just bank your last dollar that they are going to work all the harder to maintain a lead over us to the close of the year, and we must wake up to this fact and "trim our sails" and draw our belts tighter accordingly and go into the fight to win the cup. Don't forget that kerosene business will help us win. "Little George" is ahead of us in the Kerosene and Lubricating Contest. Whoop 'em up in all lines!

C. C. BARNET,
Denver Manager.

Atlanta's High Five

April 25, 1918

ALL LINES

1. M. B. LONG
2. C. M. HUNTER
3. GRIGGS WALKER
4. Z. V. McCLURE
5. H. W. OATTIS

KER., LUB. & P. O.

- C. M. HUNTER
LAVERGNE BLUE
M. A. ASHLEY
Z. V. McCLURE
M. B. LONG

Don't worry—we all make mistakes once in a while. That's why they put a little piece of rubber on the end of a lead pencil.

C. C. Barnet---Muse

We had no idea Pike's Peak with its snow-capped dome was an inspiration to poetry, but in these strenuous times most anything is liable to happen.

C. C. Barnet in a May sales letter to his "Denver's Darndest Doers" dips into poetry to support his point, but closes it in real honest-to-goodness wild-west style:

"You have all read James Whitcomb Riley's "Knee Deep in June—

"March aint never nothin, new—
April's altogether too
Brash for me! And May I jes'
'Bominate its promises,—
Little hints o' sunshine and
Green around the timber land—
A few blossoms, and a few
Chip-birds and a sprout or two—
Drap asleep, and it turns in
'Fore daylight, and snows agin!—
But when June comes—Clear my
throat

With wild honey! Rench my hair
In the dew! And throw my hat!—
June wants me, and I'm to spare!
Spread them shadders everywhere,
I'll git down and waller there.
And oblegged to you at that."

"Our Hoosier friend knocks May a little bit when it comes to lazily enjoying life. Well, that is all right—what we want is business for May—pile it up good and thick as butter on country bread. All of those fellows will want their garages and places of business in shape to take care of the people who are out enjoying the June as pictured by Riley and now is their last chance to do it, especially with this Special Sale on.

"There is no reason why, with conditions improving everywhere, this should not be the banner month for the Denver District and enable us to gain that much coveted first place (Gee! This tramps on somebody's toes—Editor) which 'Little George' has been holding entirely too long. We rather have the bulge on 'Little George.' (This is his

'pet' name for 'Ever-beating French, the 'Capital' Manager'), as we are inclined to believe because of his location he is liable to take this month for the month of June.

"There are going to be unusual activities this month in all lines; crop conditions are particularly favorable every place except in the extreme southern part of the territory. This month is starting out as though it is going to fulfill its promises. Let's see if we can't help the powers that be along and improve conditions. Likewise help show the 'Old Man' the first million-dollar month he ever saw." (That's the stuff, Charlie.)

We regret to announce the death of Mrs. S. W. Silsbee, wife of S. W. Silsbee, of the New York District. Her death occurred April 24th.

We extend our deepest sympathy.

W. W. Ince---Poet

We are in receipt of a communication from W. W. Ince, Sales Agent in Oklahoma, which reads as follows:

Dear Brad:—

You will find attached a piece of poetry that I offer for THE BOOMER, that is if it will pass the censor.

In case you should have to call in anyone that is an authority on poetry, I would suggest that you submit same to L. P. Murray, who I understand has a great record in writing poetry and if he turns this down, I will attend to him his first trip to the Oklahoma Office.

With kindest personal regards, I am

Yours very truly,

W. W. INCE.

Lest L. P. be subjected to unnecessary embarrassment because of any physical chastisement W. W. might inflict, we hasten to present the poem. Mr. Ince does not know the author.

If with pleasure you are viewing
any work a man is doing—
If you like him or you love him,
tell him now;
Don't withhold your approbation
till the parson makes oration,
And he lies with wreathes of lilies
o'er his brow.
For, no matter how you shout it, he
won't really care about it,
He won't know how many tear
drops you have shed,
If you think some praise is due him
now's the time to slip it to
him—
For he cannot read his tombstone
when he's dead.

More than fame and more than
money, is the comment kind
and sunny,
And the hearty, warm approval of
a friend,
For it gives a life a savor and it
makes you stronger, braver,
And it fills your soul with courage
to the end.
If he earns your praise, bestow it,
if you like him let him
know it;
Let the words of free encourage-
ment be said;
Do not wait until life is over, and
he's underneath the clover,
For he cannot read his tombstone
when he's dead.

Down the ways of truth and beauty,
you can bless the deeds of
duty,
If you'll give a hearty handshake
when you can,
For no matter what's your station,
there's unmeasured inspiration
In the words of honest praising
you can give your fellow man.
If he needs your help, befriend him,
you can always love extend
him;
You can lift his load a little ere
the light of life is fled;
Do not wait till he is sleeping, when
the broken hearts are weeping,
For he cannot read his tombstone
when he's dead.

I stole a kiss the other night
But my conscience hurt, alack!
I think I'll go again to-night
And take the darn thing back.

—Exchange.

Bridgeport, Conn.
May 1, 1918.

My Dear Mr. Little:

Will you kindly convey my thanks to the Paemakers for the beautiful flowers sent to me here on the day my wife passed away? I assure you they were fully appreciated and it was, indeed, very thoughtful on the part of the donors.

Yours sincerely,
S. W. SILSBEE.

All signs point to a whopper of a week next week. Let's make it a regular humdinger, with every one of you fighting for high places in the Peerless Pittsburghers.

H. C. STORR,
Pittsburgh District.

Mr. L. T. Rand, of the Albany Office, has "jined" the Navy and at last reports was stationed at the Experimental Submarine Station at New London, Conn., in the Engineering Department.

Memphis High Men

May 2, 1918

THE "BIG SIX"

1. J. H. SMITHA
2. E. P. DOLAN
3. H. T. EGGLESTON
4. J. G. PINKSTON
5. C. J. CANNON
6. C. GROVES

KEROSENE CONTEST

1. E. S. STETZEL
2. J. J. CLINE
3. Tied:

J. L. STEENHUIS
EUGENE BURCH

LUBRICATING CONTEST

1. E. P. DOLAN
2. Tied:
- EUGENE BURCH
- C. J. CANNON
- R. W. MAXEY
3. E. P. WALKER

C. S. Sickie

A New Washington Senator

There's a story about this Senator—but that's customary in political circles—a story about some rising power. Mr. Sickie was thoroughly Bowserized before he joined our field force. He purchased one of our dry-cleaning equipments and became an en-

thusiast—so much of an enthusiast he became a Bowser salesman.

Senator C. S. Sickie has turned a good man. He has proved in a splendid business.

Start Something

I am going to buy a typewriter. It is going to be a ——— typewriter, because that is the best make of typewriter on the market. I am satisfied of that. **The fellows who sell other makes of machines have convinced me that it is.**

The other day I went down to look them over (typewriters.) I went to several places where machines are for sale.

It is a long time since I last bought a machine, and I thought that it would be to my advantage to start out with an open mind.

Everywhere I went they started in to talk about the ——— machine. "Our machine is better than the ———," said one.

"Our machine is as good as the ———," said another.

I had not mentioned the ——— machine. In fact, I left it to the salesmen to do all the talking everywhere I went, merely stating that I was going to buy a machine.

When the first fellow started in to talk ———, instead of confining my attention to the machine he had to sell, I thought him a very poor salesman.

But after listening to the same line of conversation everywhere I went I forgot salesmen and thought typewriter. I decided the ——— to be the best machine for me to buy. The salesman for other makes of machines fear it. Certainly it is the standard of comparison. The standard of comparison is usually a pretty safe buy.

Don't advertise your competitors. The above is clipped from the Willys-Overland "Starter"—an honest-to-goodness live-wire publication—and was forwarded to us by J. C. Ward, of Minneapolis.

A. L. Martinson, of the St. Louis Office, is passing the "La Fumas." The stork deposited a fine baby girl on the front doorstep. "Congrats!" old man. Give our regards to Mrs. Martinson.

We know now why Martinson has been doing such a tremendous business in 1918's. Here's hoping he sends in some more high steppin' stuff!

Albany's Tenacious Ten

May 4, 1918

1. C. R. EGGLESTON
2. F. F. RYDER
3. G. W. ELLIOTT
4. W. J. O'BRIEN
5. F. W. STROUT
6. E. W. ADAMS
7. D. F. HERNON
8. S. T. ROBERTS
9. J. R. SIBLEY
10. W. C. HALSEY

"Do you handle your typewriter by the touch system?"
"No, she won't let me."—Exchange.

Show Them All!

Here is a good illustration of the importance of carrying the model. I am in the habit of taking the model out of the case quite often and carrying it on the outside when making calls. The other day I had a broken spring and drove in a garage to have it replaced. While they were at work I went out to call on prospects. When returning to the garage (and by the way they were, as I thought, full up with Bowsters, having a 101 and three 63's, so it never entered my mind that they could use another tank), the proprietor asked me what the little thing was that I had in my hand. "Only a little kerosene model," was my reply. He remarked that he believed he could sell quite a good deal more kerosene if he had a better way of handling it. Result—an order for a 63 with half gallon pump.

It pays to advertise.

Respectfully,
L. W. CROW, Atlanta.

Successful Man

If you have ever noticed, you will find an inherent something in every successful man that singles him out and sets him apart. He has ideas of his own, and in those ideas he has faith so supreme that nothing can shake it.—Kenneth Ballard.

A War Savings Stamp Bank

Tri-State Quota Getters
May 6, 1918

Oklahoma City has a W.S.S. Bank, the first bank of its kind to be established in the United States. It is located in the middle of the main street of the city, and forms the center of activities of the local War Savings Stamp campaign, for which it is also a capital advertising feature. The birth of this original idea is explained in the statement that E. Richard Carhart, president of the Carhart Motor Company, which is agent for the Willys-Overland automobiles, is chairman of the local W.S.S. committee.

Salesmen	Repeat
1. F. C. RICE.....	10
2. B. A. DEFFLER.....	11
3. W. P. SHEPHERD.....	9
4. C. L. HUFFMAN.....	7
5. A. J. BEVERLIN.....	6



Ray W. Hensel

Machinist—Salesman—Bridegroom

Sometimes an injury brings out the best that is in a man, or as Burns puts it, "A man's a man, for a' that."

Ray Hensel, of the Fort Wayne District, measures up to this standard. Ray was a machinist in the factory and lost a finger or two in a lathe. Nothing daunted, he and W. A. Nichols decided they would "hit the road" for Bowser.

Both went into the wilds of Kentucky. Both are making good, but we believe Ray slipped one over on us for he has copped a fair "maiden of the hills" for a bride.

Mr. Hensel deserves credit for his perseverance as a salesman in a difficult county where railroads are scarce and while we do not know Mrs. Hensel's maiden name, he is to be congratulated upon having won a beautiful bride. We hope that the banquet table of the Pacemaker Club in 1919 will be graced by their presence and we wish them much happiness.

Gosh! Clear the Way!

Look out there! You spittin' Fire Rootin' Tootin' Cuttin' Shootin' Sons o' Guns! We're going to "step" on you. And we ain't foolin' about it, neither. We mean business. You "pesky critters" from the Sunny South have a good lead on us now but the Good Lord is smiling on us now with good weather like you have had all the year and if you don't watch out we will show you you a few things yet. No more of that monkey business this year—nosing us out at the last minute.

L. E. PORTER,
St. Louis Manager.

San Francisco "High Five"

Month of April

1. C. C. COMPTON
2. F. M. KENNEDY
3. R. B. McFADDEN
4. E. L. VEIRS
5. C. A. MILLMAN

Don't deliberately kid yourself into the belief that there is no market for kerosene tanks in your particular territory. You could not be more wrong in a thousand years.

H. C. STORR,
Pittsburgh District.

Just because Bob Colwell, the Eastern Manager, has sold three Thrift Stamps in his department, he doesn't need to think he's a banker.

We are pleased to note that A. G. Hartgen, of the Pittsburgh District, is on his feet again and falling into his "order a day" stride.

"Come on," said the first flea as he hopped from the brown bear's left leg, "join me at a game of golf."

"Golf!" exclaimed the second flea, hastily taking a bite of hyena, "where in the name of Barnum are we going to play golf?"

"Why," said the first flea, "on the lynx, of course."

—National News.

David Dunkleberg

The many friends of Mr. C. A. Dunkelberg, who was formerly the Treasurer of the Bowser Company, will be shocked to hear of the death of his youngest son, David, which occurred at the family home, 2401 Fairfield Ave., Fort Wayne, Ind., May 2nd.

The little fellow was thirteen years of age and was ill but two weeks. Spinal meningitis was the cause of his death. He was a most lovable little chap and we know we voice the sentiments of every Bowser man who knew Mr. and Mrs. Dunkelberg and have enjoyed their hospitality, when we extend our loving sympathy.

St. Louis High Men

Three High Men in Volume of Business Received, Week Ending
May 4, 1918.

1. J. H. BEDSER
2. C. H. PRIDEY
3. W. F. McKILLOP

Three High Men in Volume of Business Received Year to Date.

1. C. H. PRIDEY
2. W. F. McKILLOP
3. J. H. BEDSER

Small Boy: "Ain't there going to be no circus today?"

Circus Man: "Nope, the elephant swallowed the coffee pot and we can't find the grounds."

you

Get This!

L. E. Porter, St. Louis Manager, has issued a letter to all St. Louis salesmen on "Building Big Business."

It carries a message which is well worth the consideration of every Bowser salesman who really desires to appeal to the intelligence of every prospect and at the same time help him to be a better business man.

It is too voluminous to publish in *THE BOOMER*, but we are running off a small number on a mimeograph and will send a copy to anyone requesting it. Just address *THE BOOMER* Editor and say, "Send me Lou Porter's article." You'll enjoy it.

A story from F. H. Kilver, a Denver Daring Doer, has just filtered through the censor. It is dated March 10th and reads as follows:

"I am behind time. We got stuck on Marshall Pass Friday. Got here this A. M., had nothing to eat, hardly any heat, and out of drinking water; went from Friday noon until this A. M. Sunday on two sandwiches. Long time to go hungry. Sure some storm. Could not go back or forward. They had seventeen engines up here all told. About twelve stuck and the rest tried to get us out. Some trip. Yes, I say so!"

So you see that Barnett has 'em all trained to stick to it as long as there is any hope.

Inasmuch as this refers to a snow tie-up, why not pin it in your wallet and read it over on a good hot day in August?

F. Erwin Walters, of the San Francisco District, writes:

"Enclosed find my check for Pace-maker dues. Give my regards to all

the boys and you may take it from me I'll be at the convention next year if there is one, which we'll hope and pray for by hoping and praying for the victorious end of this terrible war."

That's the way to talk! Make your plans now for an early entrance into the Club.

The "Old Man" has admonished us many, many times that it is the "early start rather than the late hurry" that puts us through on time.

"Bob" Colwell is the proud piece these days! He can be seen with his left hand stuck between the second and third button of his vest "a la Napoleon." He struts into our elevators and insists upon being saluted by every man, woman and child in the building. Why? Oh, his reason is perfectly legitimate. He deserves all the courtesy shown him. His department, the Eastern Sales Division, stands highest in the organization proportionately, in the sale of W.S.S. Now who can blame "Bob" for feeling cocky?

Don't let the amount of your quota limit your efforts for this month. Lead your quota. Consider it the minimum amount you should produce in May.

L. E. PORTER,
St. Louis Manager.

We are informed that since F. W. Strout has taken up his abode in Albany, he has become a star bowler and a master of the cue. He practices Saturday nights under the direction of Mr. E. S. Morse, our Albany Office Assistant, who is master of the art, after the last prospect has retired to a dreamless sleep. Then when Clarence Carpenter happens to be in Albany, they **show each other** how to play pool, also under Morse's tutorship.

We would like to have Strout's interpretation of measuring. Come across for Ye Editor is anxious to get some new points on the game.



"Moses" Breeding

Moses, the lad who put the bull into bullrushes, was once moved, aye centuries ago, to strike rock with his walking stick from whence gushed crystal clear water. Here we have a photograph of Wesley Breeding, who very much resembles a "Moses" in the wilderness. Wesley has one on Moses though. He's been smiting the stony hills of Kentucky and getting **gold**, not water. And believe us, if Wesley can sell business in the region in which he is photographed, he need not worry about his future with this company.

The BOWSER BOOMER

VOL. XVII

JUNE 1, 1918

NO. 11



The
GREATEST MOTHER
in the WORLD



The Northern Garage---Billings, Montana

W. G. Kain, Proprietor

Here is shown an honest-to-goodness Bowserized garage. In the photo are shown two Fig. 41's, while outside appears a Chief Sentry. Besides this equipment, they have a Fig. 101 and two "lubs." Vcrily our apostle of conservation, W. V. Crandall, has met up with a willing convert to Bowserism.

While we have no definite information concerning this garage, it looks to us to be as big as a city block, and has all the earmarks of up-to-the-minute, twentieth century progressiveness. We wonder if Crandall "pooshes" his diminutive jitney shown in the garage or if he carries it in his model case for emergencies. No use talking, Crandall is a resourceful cuss!

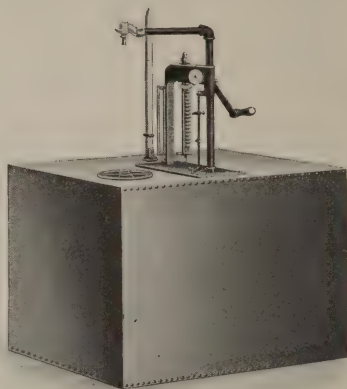


Figure 19
Kerosene Outfit

A whale of a reason why
Kerosene is profitable.

St. Louis High Men Week Ending May 18, 1918

Volume of Business Received

1. C. H. PRIDEY
2. T. H. MOSELEY
3. W. F. McKILLOP

High Men, Year to Date

1. C. H. PRIDEY
2. W. F. McKILLOP
3. T. H. MOSELEY

When You Get the Order---Then What?

See that it is made out properly. See that the price is in accordance with your price book. If it is a cellar outfit for kerosene, be sure that the cellar depth is given. Be sure the terms are properly noted. Have the exact amount of the first payment. In

case the customer is buying on long terms, enter the name of the local bank through which the account is to be paid, and affix the proper amount of revenue stamps. Give accurate information upon which credits can be passed.

After you have lined up a customer for a fine equipment, it is too bad to cause delay or lose the order through a misunderstanding in overlooking some detail on the order blank.

We believe the most of the mistakes occur because there is a feeling in the back of a salesman's mind that the prospect has become a customer by saying "yes," that it is "all over" and then he fails to use the same care in executing the order which he used in stating his case.

After the customer has said "yes" should be the time that all sorts of care should be exercised. Don't get in a mad rush to go somewhere. Sit tight on the job until every little thing is taken care of.

Albany's "Tenacious Ten"

Week Ending May 18, 1918

1. G. W. ELLIOTT
2. W. C. HALSEY
3. S. F. TAYLOR
4. F. H. RICHARDSON
5. D. F. HERNON
6. R. A. DUSAULT
7. F. W. STROUT
8. F. C. SCHUSTER
9. F. A. KELLER
10. E. L. THOMPSON



Words of Wisdom from Memphis

"Constant activity in your field of endeavor scattering seeds of success in fertile soil—then continued effort generates life, develops growth and enables you to reap the harvest.

"You can't hope to enjoy the harvest without first laboring in the field and you cannot pluck the fruits of your true and native ability without constant and careful cultivation.

"In sowing the seed of success there is no preferred season—the present is the accepted time—the wind and weather are always on the side of the diligent, steady worker."

There is no better formula for success—no shorter route to become a Pacemaker or to get your Quota. Constant activity in the sale of Kerosene Outfits and Lubricating Outfits is what will win the contest. There is no better season. **THE TIME IS NOW!**

Let the boys in the trenches have wheat—potatoes for us.

Quotas are Minimums!
They set the pace, as it were. Lengthen your stride and overtake your quota!

Behold the Treasurer of the Pacemaker Club!

*Mr. L. L. Brown, of Dallas—Elected the
8th of April*

Note the look of concern on his face as he stands guard over the funds of the Pacemaker Club.

This year all the traditions of the Pacemaker Club are being upset. The "youngsters" of the organization are stepping on the old fellows.

Mr. Bremner, the President, operating in Western Canada under W. H. Deming's sales agency, started things moving and here comes L. L. Brown as Treasurer of the Club to help blaze the trail.

L. L. Brown took up a Bowser grip when the June Bugs began to fly in 1916 in Dallas (we suppose their June Bugs come in June), and he buckled right down to work and started to produce.

He isn't inclined to blow his own horn very much, and is never heard to complain about any regulations of the Company. He follows orders, and, to be brief, just works. In 1917 he became a Pacemaker.

We are delighted to welcome Mr. Brown into our official family, and when Bremner as President lays out a financial policy and Gibbons as Secretary promulgates it, we'll expect Brown to protect the golden shekels that roll in.



T. H. Moseley, of the St. Louis office, ran into a brand-new one. He dropped into a famous restaurant in St. Louis while visiting his manager, Lou Porter. He asked the functionary in the swallow-tail coat for "a nice steak and mushrooms." The waiter registered "ignorance." He couldn't speak English. Nothing daunted, "Mose" whipped out a pencil and drew a picture of a cow and a luscious growth of mushrooms. Surprise—delight—a delicious supper.

No use talking! The wilds of "Missury" sure are producing some wonderful material.

* * *

W. A. Armstrong, of Detroit, is certainly closing a fine business and at the rate he is going, 1918 will be the banner year for him. "Wallie" expects to qualify as a Pacemaker in the near future. All right, "Wallie," here's hoping.



In order to emphasize the sale of "petrol" this enterprising firm has painted a Cut 103 on the wall.

"Rawther" a clever idea, we opine.

New York's High Five 2 Weeks Ending May 7, 1918

1. H. F. BABBITT
2. S. W. SILSBEE
3. G. W. SCOTT
4. A. SCOTT
5. H. DALGAARD

Honesty the Foundation

To have qualified as a Pacemaker is theoretically a badge of success—yet we have seen living contradictions of this theory, men who made 500 points and were not successful—because of their failure to recognize and realize that HONESTY was the base, and the only foundation upon which a successful business career could be erected.

You will note we have not made HONESTY one of the character steps in our upward climb to success. It is the VERY FOUNDATION from which we must start, on which everything

to be permanent and good must be built. The foundation on which your Organization, the Pacemakers Club, your Company and YOU must stand. Honesty needs no definition. We need but to apply the golden rule to follow that instant signal from within to know whether or not a thought, intention or act is right and square.

If for no other reason, be honest because it pays. Be honest with yourself, with your firm and with your customer. You may sometimes lose an order, but it will pay. To be dishonest—it may be either expressed or implied—and get the order is a failure, a loss financially and loss morally. Ninety per cent of all chargebacks come from this source and your record has been soiled.

It is not our purpose to moralize, or endeavor reform, our motive is purely commercial to help you to study your work and yourself, and in so doing to eliminate the bad and to keep the good, for

this way only can a bigger, and better, business be obtained, or the plane of success reached.

H. W. BROWN,
Memphis Manager.

Dallas 100% Quota Men

Week of May 4, 1918

Salesman	Repeat
1. DENHAM	2
2. GOOLSBY	11
3. WILLIAMS (R. T.)	11
4. McKISSICK	14
5. GUNN	10
6. BROWN (NOD)	17
7. WILLIAMS (S. O.)	6
8. WEEMS	9
9. CLARK	12
10. LEWIS	10
11. MORGAN	16
12. KING	5
13. NEWCOMER	6
14. CLEMENT	9
15. JOYCE	14
16. CHATHAM	8
17. TUNSTALL	11
18. BATES	11
19. BROWN (L. L.)	14
20. HORNSBY	4
21. BENNETT	14
22. SARGENT	10
23. SULLIVAN	14
24. MATTHEWS	13
25. TANNER	13

What Is Home, Sweet Home Without W. S. S. and Liberty Bonds?

Mr. J. T. Pride is leading Fort Wayne salesmen in points, but W. A. Armstrong and W. C. Sutton are pushing him hard for first place and directorship. Mr. Pride has done a splendid business this year in his Kentucky territory, and from the way he's sending in business, it will make the boys step some to beat him to the directorship.

**BOWSER
BOOMER**

PUBLISHED SEMI-MONTHLY BY
S. F. BOWSER & CO., Inc.
Fort Wayne, Indiana

Manufacturers of Oil and Gasoline
Storage Equipment

H. J. BRADSHAW, Editor

THE BOWSER BOOMER IS THE MAGAZINE
OF THE BOWSER SALESMEN
OF THE WORLD

It is published in their interests and its view-
point reflects their aims, activities and ideals.
Every salesman is entitled to a copy.
News items, photographs, sales arguments
from all are welcome.

Vol XVII JUNE 1, 1918 No. 11



Announcement

"Brad" is gone from THE BOOSTER and BOOMER Editorial Department. His "scribbling jacket" hangs over the back of his "interviewing chair" forgotten. His pens are growing rusty. His red and black inks are dry.

Where is he? Why has he gone?

The management needed Brad's services in Washington, D. C., on governmental work. He was given his assignment on Thursday, May 16th. On the following Monday he left Fort Wayne.

Since November, 1917, Mr. Bradshaw has been Editor of THE BOWSER BOOMER and BOOSTER. Under his direction both papers have been well edited, and have been filled with interesting and constructive reading matter. His happy personality, breezy, humorous style as a writer, his sympathetic interest in the road, factory and office forces made it possible for him to instill into our magazines the human quality so necessary to make work of this kind successful.

"Brad" wanted to make people happy. He had an earnest desire to

aid the boys on the road. Their problems had been his for years—"Brad" was a salesman before the management gave him the Editorial Quill to wield—so he knew considerable concerning the life of our men selling Bowser equipment. He understood the boys. On the Booster Mr. Bradshaw put forth every effort to learn what sort of a paper would please the factory and office folks. He argued that we all ought to laugh as much and as often as possible. Whenever he was seized with a funny inspiration, he cherished it in secret most tenderly and when the Booster went to press, he "sprang it on the gang." He believed the world was serious enough these war days, that all the men in the factory and all the men and women in the office were working harder and more thoughtfully than they had ever had reason to work before, and that once a month it was good for them to laugh when they read their Boosters.

Now that Mr. Bradshaw is gone our best wishes follow him. His success in his new field is our sincere wish.

About the two papers: They are to be taken care of jointly. Mr. Claude Davies, recently returned from our New York Office, today manager of the Company's Adver-

tising and Publicity Department, has in addition to his other responsibilities been given the Editorship of the Boomer. Mr. Davies was formerly Editor of this magazine in 1910 and 1911. His fine work in the past opened this position for him a second time. Mr. Davies is the only editor in our organization who has had the honor of being on this semi-monthly twice during his career with the firm. The editorship of the Booster is to be given to Miss Ruth Martin, who has been connected with the Booster ever since it has been in existence. She will have unrestricted jurisdiction on this paper beginning with this issue.

It is unnecessary to comment on Miss Martin's adaptability for this position as her previous work in connection with the paper is the best evidence of her fitness for the responsibility. Her familiarity with the operation of practically every department in the organization will enable her to give the utmost attention to the many side duties and responsibilities which go with the editorial chair.

You have the co-operation and good wishes, Miss Martin, of every one in the big works and may the fullest measure of success be yours.

THE MANAGEMENT.





W. H. Trammell

Mr. Trammell is an Engineering Salesman of exceptional talent. He is the first Pacemaker in the Atlanta District. Because he sold the engineering line he was disqualified for the office of Pacemaker. However, he is the first man in Atlanta to sell five hundred points of business. In 1916 and 1917 he made the Club.

Mr. Trammell has been a member of this Company for three years. He has been numbered among our most ambitious and most successful men. We are proud of his progress and glad to have him with us.

W. S. S.—The Nation's Best Savings Bank.

Be thrifty by buying Thrift Stamps.

Director R. W. Jewel

Here is our R. W. Jewel, of Denver in the limelight, as usual. Mr. Jewel has consistently won laurels every year since he joined our organization. In 1914 and 1915 Mr. Jewel was a Pacemaker. In 1916 he stepped up to the Treasurership of the Club. In 1917 he was a director. This year we have the honor again introducing him as the director of the Denver District. He earned this position in April by hard, persistent, swift effort.

We are delighted to note that Charles J. Rogers, of the Tri-State office, is out and at 'em again. Charlie has been on the sick list for a few weeks. No use talking! You can't keep 'em down.

Charlie, did you sell the doctor a "P. G." outfit while he was calling on you? Mustn't overlook these little matters.

Director B. A. Deffler

Here is one of our record makers and record breakers. Mr. B. A. Deffler has been with us since 1913. He achieved a Pacemaker membership in 1914 and 1916. Last year he was director for the Tri-State District. In this issue of THE BOOMER he is again announced as director for his district.

Nothing succeeds like success. Mr. Deffler has the success habit. And we believe from a study of his work and excellent methods, he will never lose this habit. Best wishes for next year, Mr. Deffler.

Thrive by thrift. W. S. S. is the medium.

Eat all you need, but don't eat wheat.



Director C. L. Speight

"Senator" C. L. Speight, of the Washington District, has won his Directorship.

When we think of Mr. Speight's selling ability we believe his hearty laugh, and earnest arguments concerning the value and purposes of Bowser equipment, made his accomplishment possible. The achieving of a directorship is no small task, and Mr. Speight has our admiration and sincere congratulations.

Director C. H. Pridey

Mr. C. H. Pridey, of St. Louis, has been with us one year and three months. He joined our organization in February of 1917. Last year he made the Club. This year he has outdistanced his last year's record. He is a director.

A comparatively new man, Mr. Pridey deserves to be highly commended upon his progress. He has devoted himself to Bowser sales work and his ambitions are rapidly being gratified.

Director O. T. McKissick

A new man, Mr. McKissick, acquainted himself with our line last year and found time enough to become a Pacemaker, too. This April he carried off the Dallas Directorship.

Considerable praise is due Mr. McKissick. He persevered and sold Bowser tanks with a group of salesmen who hold records that are the envy of the organization in the North, the East and the West. In other words, Mr. McKissick "had to go some" to win his office with the Dallas 100 Per Cent Quota Men hard on his heels.

Toronto's "High Five"

May 17, 1918

1. C. B. BREMNER
2. S. G. ADAMS
3. J. M. ROY
4. C. H. KING
5. J. W. FREEMAN

Memphis "Big Six"

Week of May 10, 1918

1. R. W. MAXEY
2. E. S. STETZEL
3. E. P. WALKER
4. H. A. DUDLEY
5. C. GROVES
6. E. E. THOMAS

W. S. S.
BUY THEM

Standing of the Forty High Men

Volume of Business May 24, 1918

Salesman's Name	Office	Salesmen's Names	Office
1. C. B. Bremner.....	Toronto	21. C. M. Hunter.....	Atlanta
2. W. C. Halsey.....	Albany	22. N. Brown.....	Dallas
3. W. B. Stamford.....	Philadelphia	23. H. A. Vortigern.....	Philadelphia
4. R. Coddington.....	Denver	24. M. C. Benham.....	Minneapolis
5. W. A. Armstrong.....	Fort Wayne	25. W. F. McKillop.....	St. Louis
6. J. T. Gibbons.....	Washington	26. T. H. Moseley.....	St. Louis
7. R. W. Jewel.....	Denver	27. L. C. Tanner.....	Dallas
8. R. W. Maxey.....	Memphis	28. G. W. Scott.....	New York
9. J. G. Phipps.....	Pittsburgh	29. C. W. Morgan.....	Dallas
10. C. H. Pridley.....	St. Louis	30. E. S. Stetzel.....	Memphis
11. B. A. Deffler.....	Tri-State	31. F. E. Bragg.....	Minneapolis
12. W. H. Trammell.....	Atlanta	32. W. B. Offerle.....	Pittsburgh
13. O. T. McKissick.....	Dallas	33. R. L. Matthews.....	Dallas
14. F. H. Peoples.....	New York	34. C. Bennett.....	Dallas
15. W. V. Crandall.....	Denver	35. J. F. Jefferys.....	Washington
16. C. L. Speight.....	Washington	36. G. P. Stovall.....	Washington
17. F. L. Milliron.....	Pittsburgh	37. S. G. Adams.....	Toronto
18. L. L. Brown.....	Dallas	38. W. Snapp.....	St. Louis
19. A. G. Hartgen.....	Pittsburgh	39. G. Walker.....	Atlanta
20. B. B. Bates.....	Dallas	40. F. M. Kennedy.....	San Francisco

District Office Quota Standing

21st Quota Week Ending June 1, 1918

DIVISION "A"

1. DALLAS - - - B. L. Prince, Mgr.
2. MEMPHIS - - H. W. Brown, Mgr.
3. ST. LOUIS - - L. E. Porter, Mgr.
4. ATLANTA - H. C. Carpenter, Mgr.
5. SAN FRANCISCO D. S. Johnson, Mgr.
6. TORONTO - Harry Christie, Mgr.
7. FT. WAYNE A. W. Dorsch, Mgr.
8. PITTSBURG - - H. C. Storr, Mgr.
9. ALBANY - - - W. M. Mann, Mgr.

DIVISION "B"

1. WASHINGTON E. B. French, Mgr.
2. DENVER - - C. C. Barnet, Mgr.
3. TRI-STATE J. W. Burrows, Mgr.
4. MINNEAPOLIS R. R. Safford, Mgr.
5. NEW YORK - E. J. Little, Mgr.
6. CHICAGO - T. D. Kingsley, Mgr.
7. PHILADELPHIA J. P. O'Neil, Mgr.

District Office Standing in Lubricating Contest

June 1, 1918

- | | | |
|-----------------|--------------|-------------------|
| 1. PHILADELPHIA | 6. DENVER | 11. NEW YORK |
| 2. MINNEAPOLIS | 7. ST. LOUIS | 12. TORONTO |
| 3. WASHINGTON | 8. ATLANTA | 13. ALBANY |
| 4. DALLAS | 9. PITTSBURG | 14. CHICAGO |
| 5. TRI STATE | 10. MEMPHIS | 15. SAN FRANCISCO |
| | | 16. FORT WAYNE |

The Bowser Spirit

A good example of the way folks do good Bowser work, keep their eyes open, and thereby advance, is exemplified in the experience of H. C. Schiele, of the New York office.

Mr. Schiele has been doing installation work, and decided that he could lure orders from their hiding places, so "E. J." put him at it on the 2d of May. He had been out only twenty-four hours when he landed a jim dandy!

We are glad to note this success, for it proves to us that the more intimately we become acquainted with Bowser equipment, the easier we can sell it. This is not the first case of this kind, as one of our most capable engineering salesmen, W. A. Armstrong, of Detroit, got his "feet wet" as an installation expert; Mr. Hensel, of Kentucky, was a machinist in the factory; J. T. Pride, of Kentucky, held a responsible position in the Collection Department; and so we can go on, naming one successful salesman after another whose real success was laid in his own mind by coming into intimate contact with Bowser material and Bowser business methods.

The Peerless Pittsburghers

Week of May 11, 1918

1. J. M. PRIGG
2. A. G. HARTGEN
3. E. L. MILLIRON
4. M. B. PEIFFER
5. R. D. LEONARD
6. W. J. BATES
7. K. F. HESSENMUELLER
8. F. H. LOWE
9. C. P. LAW
10. G. N. ROOS

Don't Stop With One W. S. S.
Keep at it Until You Have
a Whole Pocket Full

When you consider how many of our salesmen have left the road to take up demonstrating American Courage before the Huns, doesn't it make you want to bone in and make up for the break those brave lads have left in the Bowser lines!

Denver "Daring Doers"

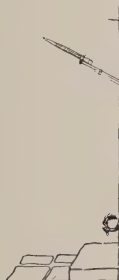
Week of May 13, 1918

Yearly Volume

1. R. CODDINGTON
2. R. W. JEWEL
3. W. V. CRANDALL
4. J. H. WILSON
5. F. W. SWERER
6. H. U. EARLE
7. F. H. KILVER
8. R. E. ERWIN
9. R. J. CODDINGTON
10. J. F. VONDEREMBSE
11. C. I. BENFORD
12. J. L. COCHRAN
13. H. S. WORTHINGTON

Monthly Quota Percentage

- R. CODDINGTON
- F. W. SWERER
- F. H. KILVER
- R. J. CODDINGTON
- R. W. JEWEL
- J. H. WILSON
- R. E. ERWIN
- C. I. BENFORD
- J. F. VONDEREMBSE
- W. V. CRANDALL
- H. U. EARLE
- J. L. COCHRAN
- H. S. WORTHINGTON



We've been after some of our "staff artists" to send us some real drawings. We just said, "Send us a good military picture." Then we looked over our list and found a certain W. C. Smith, of San Francisco, and behind his name we found (on our records, of course) Director 1912, Pacemaker 1913-14-15-16-17. These are the years he graduated in his various courses (?) of salesmanship into the Pacemaker class.

Well, this is the drawing he sent. He explained that he was a little late and couldn't see the fellow!!! Ye gods!! and his dog almost got away, too!

CHICAGO, ILL., May 15, 1918.

Mr. H. J. Bradshaw,
c-o S. F. Bowser & Co.,
Fort Wayne, Ind.

My dear Mr. Bradshaw:

I wish to thank you and the Pacemakers Club for your kind expression of sympathy, which I fully appreciate.

Yours very truly,

HENRY J. BOUNY.

Deaths

Mrs. Bouny, mother of H. J. Bouny, of the Chicago office, passed away at her home in New Orleans about May 1st.

We extend our sympathy to the members of the family into whose home sorrow has entered.

* * *

ITHACA, N. Y., May 10, 1918.

To the Pacemakers Club:

The family of the late Michael Connelly desire to express their gratitude for the kindness shown during their recent bereavement.

Chicago's High Five

Week of May 11, 1918

1. B. F. MARTIN
2. E. W. MILES
3. MAX HEINTZE
4. J. P. SHANNON
5. W. J. MAGRANE

Three High in Lubricating Sales

Three High in Lubricating
Sales

1. MAX HEINTZE
2. J. P. SHANNON
3. R. H. SHERLOCK

Rain Can't Stop 'Em

S. C. Price, of the St. Louis Office, became a Bowser salesman in December of 1917. He has imbibed the spirit of working all the time. A recent Saturday exploit which netted him a fine business is interesting. We will let you read his own words:

"When I awoke Saturday morning in Hannibal it was raining 'pitch forks.' I thought, 'Old boy, you are surely up against it today — raining and Saturday, too. If only the sun were shining

you could surely turn a trick.' Again I thought, 'It is selfish in me to want sunshine all the time. The farmers are needing rain to bring out their wheat and oats and to get their ground in shape to plant corn, so what is good for them is good for me.' At this I picked up my grip and started out with the above results.

"Give me a rainy Saturday, even if I do get my feet wet and have to change my socks twice."

"The Five Leading Senators"

Week of May 13, 1918

1. J. T. GIBBONS
2. A. L. CORBIN
3. C. L. SPEIGHT
4. W. A. BILLINGS
5. G. P. STOVALL

We were "delicious" to see "Eggle" drop into our editorial department. He slipped into one of our big comfortable leather chairs in our office and sighed. "Gee! I didn't know they made such fine office buildings as this." He said he had climbed through the ventilating system (it's almost big enough) and had explored every corner, examined all the interesting features and was about all tuckered out. (He hadn't thought to use the elevators.) Yes, C. R. Eggleston, of Albany, was 100 per cent satisfied with our new quarters.

He looked around the factory and was delighted to see that our stock was full up, ready to take care of all orders.

Of course, he said Bremner had sort of put it over on him because he would have a fine building to hold his convention in. Never mind, Eggle. Maybe there won't be a convention this year.

Tri-State "Quota Getters"

Week of May 13, 1918

Salesman	Repeats
1. B. A. DEFFLER.....	12
2. C. J. ROGERS.....	6
3. W. P. SHEPHERD.....	10
4. A. C. VANAUKE.....	5
5. C. L. HUFFMAN.....	8
6. F. C. RICE.....	11
7. V. P. BENNETT.....	4

The "Old Man"

From time to time we publish a cartoon of Mr. Bowser, or tell of something he has pulled off, or carry out a drive based upon giving a whale of a business as a testimonial to him, but we do not often get a close-up view of him.

Well, fellows, he's there!! The "Old Man" "sits in" all the councils of the Company and there is laid on his desk every day a complete report of what is going on.

He knows all about our business from the front pavement to the back fence and from the Atlantic coast of North America clear around the globe and back to the starting point. The best thing of it all is that he is the biggest plugger we have! He's for every one. He wants everybody to make good, whether that person is the youngest messenger boy or girl, the newest "Bowser Grip Carrier" or the oldest "old-timer" in the organization.

And he knows everyone. Just you try coming into the factory. You will find the "Old Man" "tea-kettled" to death to see you. And say! If you're a fisherman, just save up your yarns and drop into the choicest chair in the "Old Man's" private office and you will be there for a long time. He's "nuts" on fishing! Of course, we don't mind confiding to you that he *doesn't always* come home with a mess, but if fish are out looking around, he'll bring home those whose curiosity outweighs their judgment in concluding that because a fly looks like a worm, it's really the proper thing to jump at.

Yes, sir! Mr. Bowser is right there. He started this big enterprise when everyone laughed at him, but he stuck to it like a pup to a root and as a result he now has a great institution to do him credit.

Minneapolis "High Five"

Week of May 14, 1918

1. WM. LICHTENBERGER (1)
2. M. C. BENHAM (9)
3. J. R. O'MALLEY (9)
4. F. E. BRAGG (9)
5. JAMES WARD (9)

Do You Know a Chance When You See It?

Many a man in looking for the big chance overlooks the necessary little chances that make the "big chance" possible. It's the old story, over and over. "Watch the pennies—the dollars will take care of themselves." Do the small daily duties well and tomorrow's big duties will be taken care of automatically.

H. W. Brown, manager of Memphis District, has incorporated some mighty sensible talk in his sales letter. He says:

Many a man has said that he could do better, if he had a chance, yet that same man doesn't recognize the chance when it comes because he has gotten into a rut. Because he hasn't studied his work he doesn't recognize the chance when he meets it face to face. There are some men today who believe and will tell you that they do not have a chance to sell lubricating or kerosene outfits. There isn't a territory that doesn't afford ample chance for each salesman to sell at least one kerosene and one lubricating outfit per week.

Some salesmen are doing it, and apparently doing it easily, while their brother salesman in the territory adjoining sells neither kerosene nor lubricating. Is it that one man has more chance? NO. The chances are equal, one man recognizes the opportunity, studies his work, while the other man is satisfied with a fair volume of gasoline business, makes no special effort on behalf of the kerosene or lubricating lines, maybe offers these outfits for sale, and if the prospect is not interested, feels that he has done his duty and that the chance is not there.

We use salesmanship in selling gasoline equipment, we study our

arguments, we study the customer and his needs, and we put the best we have into it. When it comes to kerosene and lubricating outfits, we attempt to TAKE AN ORDER. We have not the sales arguments for the lubricating outfits—we don't study the customer and his requirements, we don't inform ourselves concerning the kind, character and price of the oils that he stores or handles and when he tells us that the methods he has are good enough, that he can afford to waste all the oil he is wasting and then be ahead of the game, in not buying a Bowser Lubricating Outfit, we are apparently helpless—we don't take his order, and we can't sell him, because we have not sold ourselves. Be an expert in all lines.

Pep vs. Speed

Work earnestly and carefully—interview every possible prospect. *Speed! Speed!* Well-directed speed will bring the volume of business hoped for. *Speed* with two ends to it—a start and a finish. Accuracy is essential, of course, but determined action is vital. Don't for one moment lose sight of your complete line of Lubricating, Kerosene, and Paint Oil Equipment.

E. B. FRENCH,
Washington Manager.

Atlanta's High Five

Week of May 11, 1918

1. H. W. OATTIS
2. C. M. HUNTER
3. J. D. McEWEN
4. DENVER MOORE
5. E. W. MOORE

H. U. Earle—1914-15-16-17, and you can bet he'll be a 1918 Pace-maker of the Denver District—writes us from some place up some 3,000 feet in the sky that he hopes The Boomer and Club will both prosper.

Whatcha mean, Harry? Are you kidding us? Or are you preparing for a big slide into the Club? Come along!! Boy, come along!! We're watchin' for you!!!

Everybody Is Out to Be a Pacemaker—



Agricultural Prospects in Canada

Being a Survey of Our Need for Wakefulness upon War Activities

There is before us an estimate of the crop possibilities of the Dominion of Canada for 1918. The report says:

Already preliminary reports state that there will be an addition of at least 4,000,000 acres under crop in Canada this year, as compared with 1917.

What this increase of 10 per cent in area means will be appreciated when reference is made to the returns of the 1917 crop, which was only a fair one from the point of yield, although in point of value it was unprecedentedly high, the total value being \$1,144,636,000.

There is hope this year of a bumper yield, for seeding has become general throughout western Canada at an earlier date than ever before.

With these favorable weather conditions, vastly increased acreage, a sure market and a fixed price, the Canadian farmer envisages such unbounded prosperity as he has never been blessed with before.

This report is encouraging from two standpoints: First, it means more food for our fighting forces. Second, it means a stabilizing of our economic resources which will make for good business.

Handicapped, as we are by the lack of men, the necessity of larger production must be met.

Not a grain of seed must be lost; not a mouthful of food wasted; not a minute of time must be misspent; every second of time, every ounce of effort, every morsel of food, every grain of seed properly utilized in this supreme effort will assist in clothing and feeding a fighting army and that they will be helped to an early and decisive victory.

We must not overlook our opportunity to carry a message of constructive activity to a waiting world. By our thoughts and deeds we must be examples of progressive effort. We must do our duty in arousing apathetic people to the paramount necessity of ceaseless alertness—alertness alike to the suggestion which makes for failure and that apathy which would lure us to an inaction which would permit an ever alert enemy to dominate us.

Truly food is as necessary to success as bullets, but food cannot be grown, fields cannot be thoroughly tilled, guns cannot be quickly produced nor shells made unless we can do our duty. We will produce in the exact ratio of our mental alertness, and our mental determination to eliminate from our thought every suggestion of carelessness, thoughtlessness and wastefulness.

Make every thought subserv-

ient to success. Let every action be in harmony with such a mental determination.

Every Wide-awake Man Must Read This!

"What More Could He Do?"

BY D. M. BARRETT

Editor of "Salesmanship"
Magazine

It's one of the most interesting wide-awake articles that has ever come to our eyes. He is wide awake and he tells you and me how to keep awake in the world stress. We only have a few copies. Many will want them, so we advise you to send your order quickly. Just say, "Send me Barrett's article."

You'll be sorry if you miss it!!

His Own Birthday Gift

C. P. Law, of the Pittsburgh District, doesn't let a little thing like a birthday interfere with business. On the 3d of May, when he became 21 (?!), he sent in an order for a flock of 64's. Strikes 'us that this is a rather substantial birthday gift. Think how many W. S. S. it would buy!

A Long Wait in Some Latitudes

"Patience and perseverance will accomplish all things," was the favorite saying of an old farmer.

He had just made this remark in a train one day on the way to market, when a pompous individual in the next seat turned to him and said:

"Nonsense, sir! I can tell you many things which neither patience nor perseverance can accomplish."

"Perhaps you can," said the farmer, "but I have never yet come across one thing."

"Well, then, I'll tell you one. Will patience and perseverance ever enable you to carry water in a sieve?"

"Certainly."

"I would like to know how."

"Simply by waiting patiently for the water to freeze."

—Topeka State Journal.

Our old war horse, J. E. Homsher, is at present digging up a few orders in Kentucky. Joe started work in Kentucky territory May 9th, and up to May 18th—just nine days—mailed orders for the following outfits:

- 3 Figure 63's for Lub.
- 1 Figure 154 for Lub.
- 1 Figure 172 for Lub.
- 2 Figure 305 for Ker.
- 2 Figure 19's for Ker.
- 5 Figure 301's for Ker.
- 1 Figure 63 for Ker.
- 5 Figure 241's, 5-barrel
- 1 Figure 125, 2-barrel
- 2 Figure 41's, 5-barrel

These were all separate orders taken in old Kentucky in nine days. That's going some, Joe! Congratulations.

Gus Dorsch, the Fort Wayne District Manager, is giving his salesmen a little treat by bringing them—one a week—into the factory for a day's visit.

We had a nice little chat with Philip Carlton, of Detroit, a modest fellow who said he wasn't beautiful enough to have his physiognomy publicly presented through the columns of The Boomer.

Whatcha think this is, Phil? A beauty paper!!!!!!**

If Brown and Prince were plotting to win a skunk skin coat instead of a Stetson hat, there wouldn't be much of a contest on in the South today.

EXTRA!

We Sold Over One Million Dollars in May—Shipments Exceeded Sales. The "Old Man" thanks you heartily.

This important information was received after going to press. Details will appear in next issue.



D. G. MILLIGAN

Service Department Manager, D. G. Milligan, left the employ of this company Friday, May 18th, to enter the service of the United States Government in the Gas Defense Plant, New York. His new responsibilities concern the inventory system used in this Plant.

For two years past Mr. Milligan has been head of the Service De-

partment. He has brought the department to a high standard of efficiency. When his co-workers heard of his preparations to leave the firm they conspired together in a sincere effort to show Mr. Milligan how much they appreciated his management and friendship. They purchased a beautiful Ever Sharp Gold Pencil and presented it to Mr. Milligan just before he left for the east.

And the Boy Got It

"Bennie" Milliron put his head out of a car window as his train pulled up at a small station, and said to a boy:

"Here, boy, take this dime and get me a sandwich, will you? And, by the way, here's another dime. Get a sandwich for yourself, too."

The boy darted away and returned, munching a sandwich, just as the train was starting off. He ran to the traveler, handed him a dime, and said:

"Here's your dime back, boss. They only had one sandwich left."

If you have some work that's waiting,

Now's the time.

Do not stand there hesitating;

Now's the time.

If you wait and be so slow,

While the golden minutes go,

You'll not have results to show;

Now's the time.



The BOWSER BOOMER

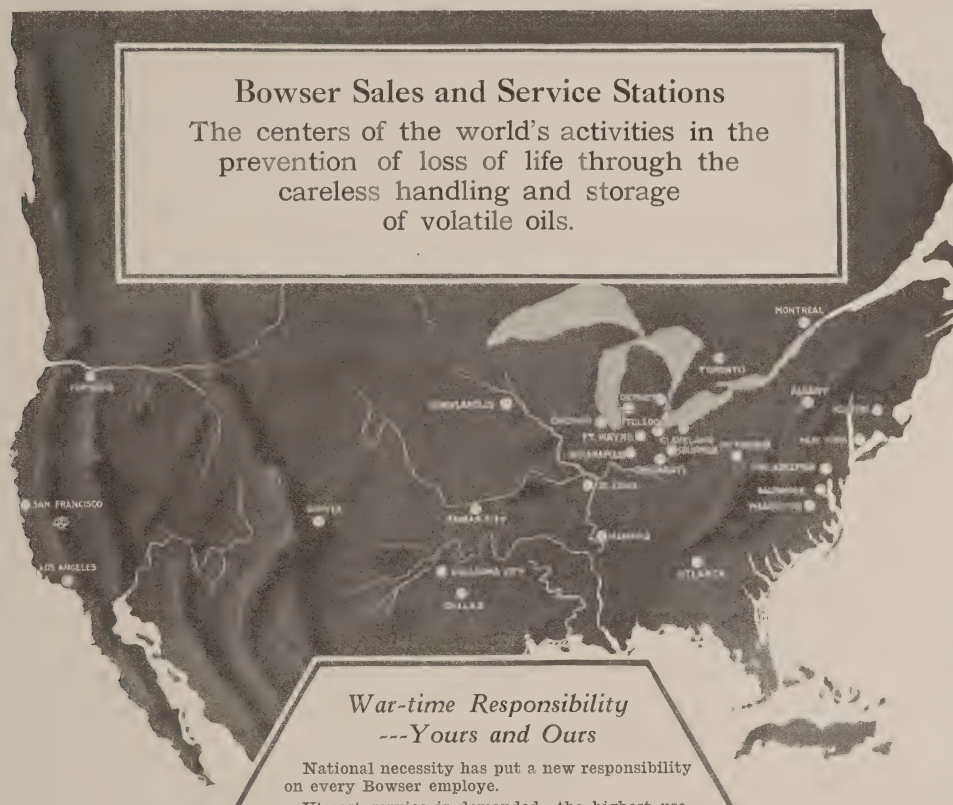
VOLUME XVII

JULY 1, 1918

NUMBER 12

Bowser Sales and Service Stations

The centers of the world's activities in the prevention of loss of life through the careless handling and storage of volatile oils.



War-time Responsibility ---Yours and Ours

National necessity has put a new responsibility on every Bowser employee.

Utmost service is demanded—the highest usefulness of yourself for your country.

Service and economy are our governments only considerations.

Individual responsibility goes hand in hand with your firm and your nation.

As the largest manufacturer in our field, it is our duty to supply the world with Bowser equipment of unfailing reliability and extreme economy and utility wherever oil and gasoline is used.

Bowser Systems are more than making good in this world crisis.

They are developing a public consciousness of responsibility in lessening the fire hazard—establishing new standards of service and effecting greater economy in oil and gasoline handling.

There is a Bowser System to meet every need and condition.

Do your utmost for your country in the production and distribution of this device for the conservation of oils and gasoline, and the protection of life and property.

Standing of Forty High Men

Volume of Business June 24, 1918

1. W. B. Stamford.....Philadelphia	21. N. Brown.....Dallas
2. R. Coddington.....Denver	22. C. Bennett.....Dallas
3. C. B. Bremner.....Toronto	23. T. H. Moseley.....St. Louis
4. W. C. Halsey.....Albany	24. H. A. Vortigern.....Philadelphia
5. J. T. Gibbons.....Washington	25. E. L. Milliron.....Pittsburgh
6. W. A. Armstrong.....Fort Wayne	26. L. L. Brown.....Dallas
7. R. W. Jewel.....Denver	27. F. E. Bragg.....Minneapolis
8. R. W. Maxey.....Memphis	28. C. W. Morgan.....Dallas
9. J. G. Phipps.....Pittsburgh	29. E. S. Stetzel.....Memphis
10. C. H. Pridey.....St. Louis	30. W. B. Offerle.....Pittsburgh
11. B. A. Deffler.....Tri-State	31. M. C. Benham.....Minneapolis
12. G. W. Scott.....New York	32. G. P. Stovall.....Washington
13. W. H. Trammell.....Atlanta	33. W. P. Shepherd.....Tri-State
14. C. L. Speight.....Washington	34. G. Walker.....Atlanta
15. A. G. Hartgen.....Pittsburgh	35. L. C. Tanner.....Dallas
16. W. V. Crandall.....Denver	36. W. N. Throop.....Dallas
17. O. T. McKissick.....Dallas	37. W. W. Seruggs.....Memphis
18. F. H. Peebles.....New York	38. R. L. Matthews.....Dallas
19. C. M. Hunter.....Atlanta	39. W. Snapp.....St. Louis
20. B. B. Bates.....Dallas	40. W. F. McKillop.....St. Louis



District Office Quota Standing

21st Quota Week Ending June 22, 1918

DIVISION "A"

1. DALLAS - - - B. L. Prince, Mgr.
2. MEMPHIS - - - H. W. Brown, Mgr.
3. ATLANTA - H. C. Carpenter, Mgr.
4. ST. LOUIS - - - L. E. Porter, Mgr.
5. SAN FRANCISCO D. S. Johnson, Mgr.
6. TORONTO - Harry Christie, Mgr.
7. FT. WAYNE A. W. Dorsch, Mgr.
8. PITTSBURG - - - H. C. Storr, Mgr.
9. ALBANY - - - W. M. Mann, Mgr.

DIVISION "B"

1. WASHINGTON E. B. French, Mgr.
2. DENVER - - - C. C. Barnet, Mgr.
3. TRI-STATE J. W. Burrows, Mgr.
4. MINNEAPOLIS R. R. Safford, Mgr.
5. NEW YORK - E. J. Little, Mgr.
6. CHICAGO - T. D. Kingsley, Mgr.
7. PHILADELPHIA J. P. O'Neil, Mgr.

M. C. Benham

*Director Pacemaker Club,
Minneapolis District, 1918*

Bowser Military Club, present arms! A distinguished Bowser Ambassador from the Northwest approaches! Ex-President M. C. Benham has entered the Pace-maker Club as Director from the Minneapolis District.

We, indeed, welcome you, "Cash," and are glad to record your continued success. Long may you be with us.

District Office Standing in Lubricating Contest

June 1, 1918

- | | | |
|-----------------|---------------|-------------------|
| 1. PHILADELPHIA | 6. DENVER | 11. TORONTO |
| 2. MINNEAPOLIS | 7. ATLANTA | 12. SAN FRANCISCO |
| 3. WASHINGTON | 8. PITTSBURG | 13. NEW YORK |
| 4. DALLAS | 9. TRI STATE | 14. ALBANY |
| 5. MEMPHIS | 10. ST. LOUIS | 15. CHICAGO |
| | | 16. FORT WAYNE |

District Office Standing in Kerosene Contest

April 20, 1918

- | | | | |
|---------------|----------------|-------------------|------------------|
| 1. Memphis | 5. Tri-State | 9. Fort Wayne | 13. Philadelphia |
| 2. Dallas | 6. Minneapolis | 10. Chicago | 14. Toronto |
| 3. Washington | 7. Denver | 11. Pittsburg | 15. Albany |
| 4. Atlanta | 8. St. Louis | 12. San Francisco | 16. New York |

Watch Your Habits

Action repeated becomes habit. Habit long continued becomes second nature. We are today what we were accustomed to do yesterday and the day before. What habits are you forming? Are you beginning to be what you would like to be always?



One of Mr. Bowser's "Get-together Meetings" with the Factory Force

Give all these boys the "once over." Every Tom, Dick and Harry in the crowd is an enthusiastic, energetic machinist, pattern maker, lay-out man, apprentice, fitter or erector of Bowser equipment in our Home Plant. Realize the power back of you, producing the goods and filling orders as rapidly as you sell the business in your territory.

We have nearly twelve hundred men in our factory at Ft. Wayne and these men are doing their level best every hour to meet the big requirements of your various fields. Every man a Liberty Bond holder and a donator to Red Cross War Fund—100 per cent Americans. A look at them ought to speed you up in your road work.

His Opinion

I believe after I get through with the army, I will be in much better shape, both physically and mentally, to combat with the problems of life. In connection with this I want to say that my Bowser training has done me a world of good for the necessary requisites for conducting an army are the same as those of any business—hard, conscientious work, tact, initiative, etc.—all of which have been a wonderful help to me in performing my duties.

I am pleased to know that business is keeping up in good shape, and am especially glad that the "Denver Daring Doers"

and "Corn Huskers" are Cup Contenders. Tell the boys that in face of the fact that these countries over here have been at war for over four years, business is good, so it should be much better over there. I have had the pleasure of making several calls at the Paris office and I want to say to you, Mr. Murray, that the boys over here deserve a lot of credit for what they have done. I am pleased to say that we have a five-gallon pump in our camp and I had the pleasure of supervising the installation. Seems like home.

SGT. WM. F. PAUL,
Quartermaster Corps,
Via New York, A. E. F.,
U. S. A. P. O. No. 703.

PHOTO
NOT
RECEIVED IN
TIME FOR
REPRODUCTION

B. B. Bates
*Member Pacemaker Club,
Dallas District, 1918*

Welcome, Mr. Bates. Although you will not have completed your year's service with the firm until August you have distinguished yourself this early by joining the Pacemakers' Club. Your initials are indeed "Busy B's" and are synonymous with Bowser Business Building. More success to you.

Albany's Tenacious Ten

Week Ending June 22, 1918

1. S. F. TAYLOR
2. W. C. HALSEY
3. M. D. KEEFE
4. C. R. EGGLESTON
5. C. H. EASTMAN
6. F. C. SCHUSTER
7. A. DE PLACE
8. E. W. ADAMS
9. D. I. PETTS
10. F. A. KELLER

He Was Here

J. L. Rhoads, of our Albany Warehouse, wrote us that Fred Paulsen, his assistant, was coming to Ft. Wayne and would call at the office. Mr. Rhoads also hinted that Mr. Paulsen wouldn't come alone. And he was right. For Fred was accompanied by his bride.

Mr. and Mrs. Paulsen were in the best of spirits when they visited the Boomer editor. They seemed to be enjoying their honeymoon very much. Fred took a great deal of pleasure in introducing his wife to his many friends here.

Mr. Paulsen is a most amiable gentleman. One of our patriots, he expects to be called in the next draft, as he has already passed his examination most successfully.

Albany News Sparks

A number of Albany salesmen have made big strides this week.

G. W. Elliott landed an order this week amounting to upwards of two thousand dollars for factory storage. Some speed in the Pacemaker race.

W. C. Halsey closed some fine factory business recently, one order specifying large capacity storage for Benzol, including Power Pumps, Pipe Line Measures, etc.—a complete installation. In addition to this he sold several other small orders for standard equipment, including a Cut 44.

F. H. Richardson secured his quota

this week and more, one order for large storage equipment amounting to upwards of a thousand dollars, and others specifying a 500 gallon 41 outfit, f.e.w.o. and a private garage outfit.

S. F. Taylor sold no less than five pipe line registering measures and another order for an 800-gallon Cut 44 outfit, placing him well up with the leaders—a fine contribution toward that million.

F. A. Keller, our new Wayne county salesman, is rapidly developing and bids fair to become a veritable Bowser "World Beater" as evidenced by orders received this week, including a Red Sentry outfit, three kerosene outfits, two Cut 172's and an order for accessories. Mr. Keller reports twelve calls on Thursday and five sales. Can you beat it?

D. F. Hernon scored with orders for a thousand gallon Cut 102 outfit and a ten-bbl. 241 with light complete. Fine work!

J. C. Mattison, our new Western New York salesman, landed an order for a 10-barrel Red Sentry. Good work, Mr. M., and may you repeat often.

R. A. Dusault turned in some fine business, including orders for a battery of 64's complete with all the trimmings; Cut 154 outfits with half gallon pumps; five Cut 63's; a Cut 52-B and a 172.

E. L. Thompson has orders to his credit this week for two Cut 41's, a Cut 19B, a Cut 128 and accessories. Surely good news from Maine.

F. C. Schuster put one over for a Cut 241 f.e.w.o., Cut 101, 111, and two Cut 63's with a portable barrel drainer Cut 134. A fine bunch of Pacemaker points, to be sure.

W. J. O'Brien sold a kerosene outfit, Cut 1-B and a Cut 172; Bearse sold a Chief Sentry and Ross came across with an order for a 5-barrel 41 outfit, also a Cut 172.

E. W. Adams placed a Cut 101 this week. Another order just received as we go to press specifies no less than four large capacity Cut 63's, with barrel drainer and other accessories. Nuff-sed!

M. D. Keefe placed a private garage outfit; Lyons an order for a Cut 63; Strout came across with an order for a 600-gallon Armeo Cut 103 complete; also another for Dry Cleaning equipment.

A. G. Locke equipped a Fire Station with a Cut 41 Outfit and secured another order for gasoline storage equipment. "Eggie" is on deck with orders for a Cut 41 and for kerosene equipment.

Atlanta's High Five

**Week Ending June 15th
ALL LINES**

C. M. HUNTER
M. E. BAILEY
E. W. MOORE
W. G. CARY
LAVERGNE BLUE

Mr. and Mrs. S. B. Bechtel Visit Our Atlanta Office

Reproduced below is a letter received from H. C. Carpenter commenting upon a visit the Atlanta Office enjoyed from our "Big Chief" and his wife.

"The Atlanta Office was honored this last week with a visit from the General Manager and his wife. They spent three days in our midst, and, as you well know, we not only enjoyed it in a social way, but the good that we derived from the "Big Chief's" visit in a business way was a wonderful help and stimulant to us all. The only regret was that he could not remain longer.

"We took this opportunity of showing them a little of the "New York" of the SOUTH. This, of course, we were only able to do to a limited extent, owing to their short stay, but, nevertheless, we trust that they enjoyed it as much as we, and only hope that they will not wait as long as they did this time before visiting us again.

"They left here to spend a short time with our mutual friends and long time salesman—Chas. E. Saunders and wife, at Orlando, Fla. We all wish them not only a safe, but a very pleasant voyage, and we shall all look forward to a time when they can find time to visit us again."

Village Pedagogue: Darwin says we're descended from monkeys.

Well, what of it? My grandfather may have been a gorilla, but it doesn't worry me.

Voice from the back room: Perhaps not, but it must'a worried your grandmother.

The May Sales Campaign Successful. Congratulations!



On the last day of April we had one of our sales Committee meetings at the home office—one of those conferences where we discuss matters pertaining to sales work.

Business had been good and we satisfactorily settled a number of matters of importance; everyone was feeling cheerful and free to tackle anything when out of a clear sky came the suggestion, "Let's put over a million dollar sales campaign in May." Everyone seemed to be of the same mind on this question and the query was, "Can we do it?" "Sure thing, with the co-operation of the boys." (In our Sales Meetings "boys" includes everyone connected with the sales organization.)

It was immediately decided to telegraph all the District Managers. That same night the telegrams were out and they called for a Million Dollars in May, a larger amount than we ever sold in any one month. The next day the word had been passed to every salesman on the continent. It was May 1st and the campaign was on, without any previous

preparation for special drive for business.

The boys in the field and the captains at the district offices, as well as the managers and their assistants at the home office, were working together like one man. Then the business commenced to roll in. As the days went by, the volume grew and everything pointed to success.

Mr. Bowser inquired, "Can the boys make it?", to which we replied, "Wait until the 31st of the month—the returns will then be in." You see we wanted to surprise him, if possible. By the way you have to go some to surprise the old man. He's wise.

As the days passed letters went out and letters came back to us from the salesmen and managers, all pledging more than the quota which had been assigned to them. Orders came in so fast that the Order, Statistical and Sales Departments here at Fort Wayne were working nights so that the business could be handled promptly.

Approaching the end of the month, we issued an order to close the records on May 31st—no camouflage on this contest—win or lose, give us a straight report. The next day at noon, the Statistical Department called over the 'phone, "We made it—a million and eighteen thousand besides for good measure." Then they called again, "By the way, we shipped over a million in May." To be conservative, we were more than pleased—everyone was happy over the results. Mr. Bowser smiled as he received the special reports from the salesmen who had again demonstrated their ability to come across with the goods whenever called upon to do so.

In one month, we had sold more goods than ever before. During the month of May our

sales equaled our total year's sales in 1906. Many of you remember our 1906 slogan—"A Million in a Year"—and the excitement when we made it. We received more orders in one week in May than we sold during the year of 1900.

As the months and years roll by, million dollar months will be commonplace—ten million dollars a year will be the record instead of a million as in 1906. Notwithstanding this, and taking everything into consideration, it is a fine record from a sales standpoint, and the very best thing is we have again demonstrated the fact that our sales organization is composed of men, both salesmen and managers, who are loyal and enthusiastic and who work in harmony and co-operation with their company and with each other. To prove this is of greater value than anything else.

We are now well into the work and making a big record for June. We extend to each salesman, also to those who direct the sales work and to their assistants, our hearty congratulations and sincere thanks for their most excellent work during all the year which has culminated in the best half year's business in the history of S. F. Bowser & Company. E. M. SAVERCOOL,
General Sales Manager.

Monday, May 13th, Mr. Donald I. Petts lost his son, Robert, aged twenty-one. All the boys on the road and all of Mr. Petts' friends in the office extend to him their loving sympathy.

Card of Thanks

Please accept the deep gratitude of Mr. and Mrs. Petts for your very kind expression of sympathy in their recent bereavement.

"The greatest success is to beat your own record."



Introducing Mr. C. H. Davies

Just a little word of introduction seems fitting at this time for the information of salesmen who are not familiar with the part Mr. Davies has played in our institution.

Mr. Davies entered the employ of this Company in 1904. His experiences have been many and various in our organization.

To begin with Mr. Davies was closely connected with the Mail Order Department several years ago. When our St. Louis office was opened he assisted in the organization there. He also has had considerable to do with actual road work and for that reason will, of course, be in position to understand the problems of the day in connection with selling Bowser equipment. In 1911 Mr. Davies very successfully edited The Boomer. He designs lay-outs, writes our advertisements, sees to the buying of space in the proper magazines, and directs the activities of a number of men and women working in his department. Our office house organ, the Booster, is also under his general management.

The fact that Mr. Davies had

charge of our New York office for nearly two years makes it possible for him to know a great deal about the district office work. We believe this knowledge will be of considerable advantage to him in editing our sales paper.

Mr. Davies comes back to the Boomer with many pleasant recollections of his past connection with the paper. He is most eager and anxious to do everything in his power to make the paper interesting and helpful. We know he will have the co-operation of every grip-carrier on the road—and we know every branch manager will be glad to send in material from his office and thus help him succeed in making the Boomer a success.

THE MANAGEMENT.

J. C. McKeown

J. C. McKeown writes us from Kansas City that a woman called at our office there the other day and inquired, "Is this the Bowser Filling Station? My chauffeur just telephoned me and said he was at the Bowser Filling Station with no money to buy gasoline."

One of our bright friends in the office deduced that the coon

had seen an imprint on our pump, "Bowser," and he told madam that she would have to hunt through the entire city, locating every Bowser equipment (some two hundred in number) to find her coon, as they were unable to know from which pump he was purchasing his gas.

PHOTO
NOT
RECEIVED IN
TIME FOR
REPRODUCTION

C. W. Morgan

*Member Pacemaker Club,
Dallas District, 1918*

Mr. Morgan has earned for himself the distinction of securing membership in the Pacemakers' Club in less than six months. This is, indeed, an accomplishment. Congratulations!

The organization greets you, Mr. Morgan, as a Pacemaker, *Plus*, and we hope that your sales record for the next six months may be an occasion for further mention of your prowess as a Bowser salesman.

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T. H. Moseley

*Member Pacemaker Club,
St. Louis District, 1918*

Mr. Moseley came with us on June 22d, 1917. He entered the Pacemakers' Club May 25th, 1918. We would class a salesman of this type as a Pacemaker, *plus*.

We congratulate you, Mr. Moseley on this good work and hope you continue to distinguish yourself in our organization sales records.

BOWSER
BOOMER

PUBLISHED MONTHLY BY
S. F. BOWSER & CO., Inc.
 Fort Wayne, Indiana

Manufacturers of Oil and Gasoline
 Storage Equipment

C. H. DAVIES, Editor

THE BOWSER BOOMER IS THE MAGAZINE
 OF THE BOWSER SALESMEN

It is published in their interests and its viewpoint reflects their aims, activities and ideals.

Every salesman is entitled to a copy.

News items, photographs, sales arguments from all are welcome.

Vol. XVII JULY 1, 1918 No. 12



The Bowser Army

Have you ever realized that the term, Bowser Army, was never more descriptive than it is today.

In the daily conduct of our business we are performing our patriotic duty in the Great Cause; we are helping to win the war as effectively as though we were digging trenches or making shells. We are helping to conserve the gasoline, oils and fuel supply of the nation. We are providing a system that saves labor and releases man-power for war work. We provide equipment that lessens wear and tear on machinery, lessens fuel consumption and, most important of all, lessens fire hazard.

With these thoughts in mind, it is our duty to our country to prosecute our work most vigorously. We should not be content with an ordinary effort, but we should do our utmost in the distribution of Bowser equipment to make these savings and protections effective for our government. Bowser systems are made for the protection of life and property and, therefore, aid in the defense of Liberty and

Justice. In this connection it is the duty of every property owner to secure Bowser protection where needed. Users of gasoline, lubricants and other oils are under moral obligations to their fellow citizens and the humanity of the world to use Bowser Oil-, Time-, and Labor-Saving Systems in these times of stress and need.

There never was in time of peace any excuse for the public to fail to provide efficiency in oil handling and safety in storage. To fail to do so now means nothing less than aid to our enemies.

It is the duty of every member in the Bowser Army to put forth his best efforts in his respective work towards equipping the world with Bowser equipment wherever it is needed.

Don't be a slacker!

Bowser's Aids the Government in Reducing the Fire Danger

It is terrible to think of the set-back to the wonderful war work progressing, when a fire breaks out and destroys property, machinery, plans and often life, that are all important in war preparation.

Definite progress has been made towards greater care in the handling of oils and gasoline throughout the country. In the rush of war work, let not the impression arise that, due to haste, care in the storage of oils may be overlooked. Great loss has come from the result of serious fires in various localities. Natural conditions alone present sufficient fire danger, without considering the added menace of incendiarism.

Speed need not be sacrificed in securing modern storage equipment for the handling of oils. On the other hand, Bowser equipment not only provides safety, but adds cleanliness, economy,

speed and ease in the storage and distribution. We cannot, as private individuals or as a nation, afford to be careless, as it means a waste and a possible fire destruction.

Government Railways Need Bowser Systems

The exigencies of war and the consequent burden placed upon the mechanical department men has made it necessary to install time- and labor-saving devices that have been postponed from time to time.

The time is now here when further delay may mean disaster.

New conditions have to be met, Bowser Systems will help to meet them. Shops are being taxed for capacity to do the tremendous amount of work necessary to repair cars and locomotives promptly.

Labor-saving devices must be installed; small shop units are being built to help the main shops. Methods are being changed almost over night to meet this emergency.

Bowser Products will do their share in the saving of time, labor, materials and machinery. With the increasing burdens being placed on the railroads it is vital that prompt action should be taken to bring the existing motive power to its highest efficiency. Bowser Systems will assist in this work.

Conservation

Two ladies were talking about fans. One said her fan had been in the family forty years. The other said the fan she used had been in her family two hundred years.

"And you still use it?" asked the first lady.

"Oh, yes," exclaimed the second. "All my ancestors were thrifty people. Instead of waving the fan in fanning and thus wearing it out, they simply held it under their chins and waved their faces."



F. H. Peeples

**Director New York District
Pacemakers' Club 1918**

It is with pleasure we announce the election of Mr. Peeples as Director of the Pacemakers' Club of New York District. Mr. Peeples has been with the company nine years, having covered practically the same territory all of this time while in New York City. He has been a Pacemaker every year for the past five years and this time especially distinguishes himself by securing Directorship. He is a man of varied accomplishments and has a wonderful ability for prize taking in sales contests. We congratulate you, Mr. Peeples, and our wishes are with you for continued success.

A. G. Hartgen

**Director Pittsburgh District
Pacemakers' Club 1918**

We are very glad indeed to make the announcement of Mr. Hartgen's election to the Directorship of the Pacemakers' Club of Pittsburgh District. Mr. Hartgen secured this high honor during the first year of the club and repeated it in 1915 and 1916. He has never failed to be a member of the club since its organization and is considered one of our old reliables in business getting and Pacemaker membership. His success has been earned by hard work and systematic effort. We are indeed glad to again greet you, Mr. Hartgen as Director from Pittsburgh.

There's a big difference between spending money right and spending it right and left.

H. A. Vortigern

**Director Philadelphia
District
Pacemakers' Club 1918**

Congratulations, Mr. Vortigern, on again securing Directorship of your district. This honor you already had in 1914, 1915 and 1917. This will make the fifth year Mr. Vortigern qualified for the club and has to his credit an unusual record for consistent business building. You have our respect and admiration for this splendid record. Here's wishing you continued success.

C. M. Hunter

**Director Atlanta District
Pacemakers' Club 1918**

We are indeed pleased to welcome Mr. Hunter to the Directorship of the Pacemakers' Club from Atlanta. This honor has



fallen to him May 16. Mr. Hunter came with us the middle of 1915 and has each year qualified as a Pacemaker. As Director for 1918, Mr. Hunter, we salute you with appropriate manifestation of good will. We wish you many happy returns to this high honor.

George Davey in Chicago

George Davey, formerly one of our St. Louis salesmen, is now working in the city of Chicago under the management of T. D. Kingsley.

We expect Mr. Davey to make a success of his new territory as he is one of our good men, well versed in all the laws of up-to-date selling.

Leading in the sale of lubricating outfits for the year to date are J. P. Shannon, Max Heintze and Ralph Sherlock.

We think the work these three

men have accomplished is deserving of commendatory notice. Congratulations, boys; hold that record through the remainder of the year.

Dallas "Big Brother" Kerosene Boosters

June 7th, 1918

BROWN (NOD)
CHATHAM
HORNSBY
LAGRANGE
TANNER
TUNSTALL
WRIGHT (NOW MAN)

Robbed Him

Reproduced below is a letter received from S. J. Lewis, of our Dallas office. In it Mr. Lewis tells how a Bowser pump was literally taken away from him.

"I was passing along a country road today when I came to a creek over which stretched a bridge that was being repaired.

An old "rube" was superintending the work. He came up to my Ford and began to question me as to where I was going. Finally he asked if I was a patent medicine "agent." I told him my business. He said, "Wall, we need one of them pumps over in our settlement."

"I said, 'Yes,' and took his order for a 5-barrel 41, with all necessary accessories for a filling station.

"I have sold many Bowser pumps, but this is the first one I have had taken away from me."

C. E. Joyce, of Dallas, Starring

Mr. C. E. Joyce's business for last month totaled 71 per cent. cash with order. This is an enviable record.

It might also be added that Mr. Joyce sold his largest month's business, so far in his career, during May.

PHOTO
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Griggs Walker

Member Pacemaker Club, Atlanta District, 1918

Mr. Walker evidently does not intend to let anything interfere with his consecutive membership in the Club, as he entered this year again May 25th. Mr. Walker was also a member in 1915, 1916 and 1917. This is what we call consistent work.

May success continue with you, Mr. Walker.

Denver Daring Doers

June 8th, 1918

YEARLY VOLUME

1. R. CODDINGTON
2. R. W. JEWEL
3. W. V. CRANDALL
4. J. H. WILSON
5. C. I. BENFORD
6. F. H. KILVER
7. R. J. CODDINGTON
8. R. E. ERWIN
9. J. F. VONDEREMBSE
10. H. U. EARLE
11. J. L. COCHRAN
12. GLEN C. WADE
13. L. L. JOHNSON

MONTHLY QUOTA PERCENTAGE

- F. H. KILVER
R. W. JEWEL
R. E. ERWIN
C. I. BENFORD
GLEN C. WADE
W. V. CRANDALL
J. L. COCHRAN
L. L. JOHNSON
R. J. CODDINGTON
R. CODDINGTON
H. U. EARLE
J. H. WILSON
J. F. VONDEREMBSE

While Mr. L. P. Murray, Central Manager, and B. L. Prince, Dallas District Manager, were in Oklahoma City, Messrs. Harry Gunn and S. O. Williams showed them how much speed they had selling Bowser equipment. Mr. Gunn and Mr.

Williams piled into a Cadillac roadster and drove forty-two miles out into the country. In less than two hours time they returned with an order for a five-barrel Cut 241.

* * *

Mr. L. C. Tanner, of the Dallas District, has been quite ill. Latest reports received in the Boomer office make us hopeful that Mr. Tanner will soon be working ambitiously toward Pacemaker membership down in west Texas.

* * *

When Mr. L. P. Murray was in south Texas a few weeks ago a government agent boarded his train and firmly insisted that Mr. Murray tell the story of his past life, as he was under the very great suspicion of being a German propagandist. L. P.'s Scotch and L. P.'s Irish boiled over at the first inquiry. It is impossible to give a visualization of Mr. Murray's various facial expressions during the interview. His oratorical ability, however, finally convinced the government agent that L. P. was an American, first in war and first in peace.

* * *



Texas Territorial Conditions

E. E. Springer writes us from Denver that the photograph accompanying this article very accurately describes conditions in Texas. E. E. claims this is a picture of a sand storm. From the waves of dust sweeping down on the little city shown in the picture, we suppose the boys, in order not to be choked with dust, sell Bowser equipment by means of a deaf and dumb code. At least we know that they sell equipment down there and we certainly believe congratulations are in order.

Salesman John L. Cochran was in this sand storm, driving a jitney from Pecos, Texas, to Grand Falls.

Some Salesman

A business man advertised for a boy the other night. When he arrived at his office the next morning there were some fifty boys already in line. He opened his desk and was just about to begin examining the applicants when his stenographer handed him a card on which was scrawled: "Don't do anything until you see me. I'm the last kid in line—but I'm telling you—I'm there with the goods."

You can tell a salesman by the way he sells his services.



C. Frank Cockrille, Jr.

This snapshot was taken in front of the White House in Washington, D. C. Mr. Cockrille, the young gentleman in the foreground, has been Boomer correspondent for nearly two years. May 22nd found the Editorial Department out a correspondent, in an American soldier, for Frank left on that day for Fort Oglethorpe, Ga. He has our best wishes for a most successful military career.

One of our Dallas salesmen sold six kerosene equipments during the month of May. The gentleman in question was Mr. W. N. Throop.



C. Bennett

**Member Pacemaker Club,
Dallas District, 1918**

Mr. Bennett secured membership in the Pacemakers' Club on May 27th. This will be Mr. Bennett's third year as a member of this Star Sales Organization.

It gives us pleasure, Mr. Bennett, to record your continued success.

Fort Wayne's High Ten

June 13, 1918

1. W. A. ARMSTRONG
2. J. T. PRIDE
3. W. C. SUTTON
4. R. J. GOODMAN
5. W. R. VANN
6. H. E. CONN
7. J. B. HAGAMAN
8. A. R. TWEDDY
9. PHILLIP CARLTON
10. CARVER WOOD



N. Brown

**Member Pacemaker Club,
Dallas District, 1918**

We are, indeed, pleased to announce the election of Mr. Brown to the Pacemaker Club this year, as it completes his "third straight" to the Club. Mr. Brown has only been with us three years. The first time he heard of the Club he decided he would join, and has been with the Club each year since.

Again, Mr. Brown, we congratulate you on your splendid record of success.

New York's High Five

June 8th, 1918

- S. W. SILSBEE
H. DALGAARD
G. W. SCOTT
F. J. LIBBEY
W. H. LADD

Colonel "Bob" Safford is hereby entreated to send Ye Boomer Editor some of his snappy sales notices concerning his men in the field. Keep us supplied, old top, and have your standings mailed in to this office in time for publication in the next Boomer.

We thank you.



G. P. Stovall

**Member Pacemaker Club,
Washington District, 1918**

When a Government aviator has a record of five he is classed as an "Ace." Mr. Stovall completes his fifth year in the Pacemakers' Club. This Washington "Ace" has also held some "altitude" records in sales. He was Director for the Washington District in 1914, 1915 and 1916 and has always been among the leaders in the Washington District.

Our congratulations are yours, Mr. Stovall, as we again welcome you into the Club.

B. L. Prince wants us to know that J. W. Weems, L. L. Brown, J. C. White, M. H. Clark, R. E. Clement, L. F. Greer, B. C. Sargent and R. T. Williams sold considerable underground equipment during the first of June. We do not blame you for bragging, B. L., you got a pretty big line-up of pretty good men on the job.

Everyday Wisdom

BY DON HERALD

Gasoline. Gasoline is a liquid which may be put snugly under the front seat of a motor car with the aid of a funnel and a five-dollar bill, and which will animate the motor car several feet without further replenishing, everything else being favorable. At one time it was sold by grocers and was used mainly for cleaning white gloves and encouraging aviation among kitchen stoves; today it is sold to the nouveau-poor by *multi-millionaires* at little *red fountains along the roadside*—at rates that make champagne look as cheap as rain.

Gasoline will lift a man out of the deep, dusty channels that wind among skyscrapers and place him bodily among green fields and clean brooks. This is meant to sound poetic, but it can be interpreted literally by those who like their laugh better than their sob, i. e., many a man has trifled with gasoline and found himself a few seconds later, sitting in the middle of a wet brook several miles away, after the fashion of colored Sunday Supplements.

Editor's Note. Evidently the "Red Fountains along the roadside" were Red Sentrys from which the multi-millionaires made their money by buying and using "Bowser Pumps."

Memphis Big Six

June 15, 1918

1. R. W. MAXEY
2. J. H. SMITH
3. C. GROVES
4. T. L. PORTER, Jr.
5. E. P. DOLAN
6. LEE KUHN

I am counting on each salesman to put on a full head of steam to break all records for June, to stay on the job to the end of the month, and to make big money. —H. W. Brown.



On the Bounding Main

See the breeze blow this boy's hair? Here the hiss of the waves as the prow cuts the cool, green water? Feel the throb of the big engine and appreciate as nearly as you can exactly how much George C. Hexamer, ex-factory salesman, enjoys his work as a sailor in our United States Navy.

Mr. Hexamer gave up his sales work some time ago to enter into the war activities. His loss is noticed very much in Philadelphia, where he worked under J. P. O'Neil.

We are proud of Mr. Hexamer's patriotism and trust that when he has helped see the war through, he will return to our organization.

His Way of Putting It

W. S. Camden, of our Pittsburgh sales force, has a unique way of announcing one of the most important events that can occur in a life time. He says:

"Dear Mr. Storr:

"Called to my home last evening and found I had a new baby girl."

Congratulations, W. S.!

The Peerless Pittsburghers

Week Ending June 21st

1. W. B. OFFERLE
2. J. G. PHIPPS
3. A. G. HARTGEN
4. R. D. LEONARD
5. W. A. REESE
6. J. M. PRIGG
7. W. T. LAIRD
8. W. S. CAMDEN
9. K. F. HESSENMUELLER
10. E. L. MILLIRON



George Roos

A great many of you boys know George N. Roos as one of our ambitious Bowser salesmen. Few of you know, however, that in 1904 he landed at Ellis Island, a stranger in a strange land. He knew nothing whatever about America; our language was a garbled flow of sounds; New York City was only a good place in which to get lost. Nothing daunted, Mr. Roos set himself to the stupendous task of making an American out of a Hollander. He has been a salesman, as you will see by the accompanying photograph, ever since he landed, for this picture was taken of him on his first job selling Heinz pickles.

The Present

These are times when the most learned prophet does not take a chance on foretelling the future. We do not know what may develop. However, there is only one thing for us to worry about, and that is

TAKING GOOD CARE OF THE PRESENT.

To him who takes full advantage of the present, *the future need be no worry*. But to him who fails to make good use of the present unprecedented opportunities for getting business, the future may well have dismal forebodings.

Bowser business is just as certain in the future as any business, but get this—*No business is founded on absolute certainty in war times* when we cannot foretell our Government's future needs.

The great fact for us to build on is the *certainty of the present*. We know that everybody is prosperous—there is plenty of money—*big business is easier to get than ever before*. In justice to yourself, CAN YOU AFFORD TO LOSE ANY TIME? *Is it good business to pass up the certainty of the present for the uncertainty of the future?*

It is not.

Any man in any business who curtails his productive capacity by taking more than two weeks' vacation this summer is *unpatriotic*, as he reduces his ability to subscribe to the next Liberty Loan. Uncle Sam will need *Eleven Billion* to cover expenses the last half of 1918. This is more than the total of the first three loans, which means that YOU as a *loyal American must lay your plans NOW* to loan Uncle Sam *this fall more of your money than the total of your loans heretofore*.

You can make that resolution

and meet this financial requirement *in cash* from the balance to your credit, if you *begin now to make every day count for business* and are reasonably conservative in your expenditures. An excellent start on this resolution is to get your and our quota for June. Let's say it all together

W E W I L L !

L. E. PORTER,
St. Louis District Manager.

St. Louis High Men Week Ending June 22, 1918

Volume of Business Received

1. J. S. BRONSON
2. C. H. PRIDEY
3. G. R. BAUM

Number of Sales of Lubricating Outfits

1. G. R. BAUM
2. C. H. PRIDEY
3. A. C. DENNY

Volume of Business Received Year to June 22d.

1. C. H. PRIDEY
2. T. H. MOSELEY
3. J. H. BEDSER

Number of Sales of Lubricating Out- fits Year to June 22d.

1. C. H. PRIDEY
2. WM. F. McKILLIP
3. J. C. McKEOWN

Number of Sales of Kerosene Outfits Year to June 22d.

1. J. H. BEDSER
2. C. H. PRIDEY
3. G. R. BAUM

Mr. and Mrs. Howard Oren Chilton

Yes, that's right, Mr. and Mrs. Howard Oren Chilton. Our old pal has visited the altar of the god Hymen.

We never thought Howard would do it, because he was always such a shy, modest, retiring youth. At least where the ladies were concerned he was. However, since leaving Fort Wayne Mr. Chilton has overcome his reticence and "put one over" on his Bowser friends.

A long and prosperous life, H. O. You know you have our best wishes and that your wife has them, too.

Chas. H. Pridey has been kicking up a lot of success for himself in his territory. We can't tell you the total of his business just now, as our records are not complete. The business sold during April and May shows some very remarkable salesmanship and Mr. Pridey is to be heartily congratulated.



W. N. Daniels

W. N. Daniels has gone to war. Our Washington office forwarded us this information a few days ago. We are proud to think that a man of Mr. Daniels' calibre has joined the army and we are proud to be able to say that "Dan" did not wait for the draft, but was anxious to be one of the first of our Bowser men to get a crack at the Kaiser.

Mr. Daniels sailed from New York City some time during the latter part of May.

Tom H. Moseley is a "comer." His business for May showed a whopping lot of speed, good judgment and clean work. Tom is one of the boys to whom we are all looking to as a growing success. Watch him speed up now that half of the year of

1918 is passed. We predict that at the close of the Pacemaker race T. H. will be a grand stand success.

High Ten---San Fran- cisco District June 5, 1918

1. F. M. KENNEDY
2. E. F. ENGLISH
3. E. R. BIRD
4. R. B. M'FADDEN
5. J. C. HARDING, JR
6. L. D. BAKER
7. C. A. MILLIMAN
8. J. F. ARNOLD
9. H. E. MORGAN
10. W. C. SMITH

18.



© TARTON GIBBONS

J. T. Gibbons--Famous

The cartoon accompanying this article was sketched in the Washington Post the 9th of June by a staff artist on that paper. J. T. has been so active selling Cut 101 pumps that the above mentioned newspaper found him a most worthy subject for publicity.

We all know that "Gib" is secretary of the Pacemakers' Club and now that the press has found him a subject of interest we are more than proud of him.



W. V. Crandall
*Member Pacemaker Club,
Denver District, 1918*

We all feel at home in the Pacemaker Club now. Crandall is in. He has never failed to be with us since the Club was first organized and in fact elected himself President the opening year to give it the proper send-off. He repeated this in 1916. In 1913 and 1914 he was elected Vice-President, in 1915 Treasurer, and in 1917 Secretary. His ambition was to "go through to the chairs," so this year he entered as a member.

We all give you a most hearty welcome, W. V., and will meet you at the station with the Pacemaker Band. Congratulations.

Minneapolis High Five

June 15, 1918

1. W. A. EATON
2. E. C. BUNDAY
3. F. E. BRAGG
4. R. C. GUENTHER
5. JAMES WARD

What's doing up your way, E. J.?

We "hunch it" that you and your hustling sales force are very busy right now and that there is much we might write about New York if we had the data.

Margaret Blank is official Boomer Correspondent and if she will take a Saturday afternoon off now and then we're sure she can fire our hearts with enthusiastic notes concerning the accomplishments of the New York District. Tip her off to this arrangement and see what

she says. Also remind her that standings are to be forthcoming under the new editorship just as they were under Mr. Bradshaw's direction.

Wishing you the best of success and with kindest regards to the office and sales force, I am
Cordially,
C. H. DAVIES.

Tri-State Quota Getters

June 24, 1918

- B. A. DEFFLER
C. J. ROGERS
M. F. GRIGG
L. F. GREGORY

PHOTO
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E. S. Stetzel

*Member Pacemaker Club,
Memphis District, 1918*

Mr. Stetzel has not yet been with us a year, but has already proven his qualifications for recognition in our sales organization by securing a membership to the Pacemakers' Club on May 22d. This is the kind of talent that has made the Bowser Pacemaker Club admired throughout the entire country.

We are, indeed, pleased to have you with us, Mr. Stetzel, and congratulate you on your success.

Five Leading Washington Senators

June 18, 1918

1. J. T. GIBBONS
2. C. L. SPEIGHT
3. C. W. HORNER
4. E. W. CLINE
5. D. W. DARDEN



F. E. Bragg
*Member Pacemaker Club,
Minneapolis District, 1918*

Another score for Mr. Bragg. He secured membership in the Pacemaker Club June 4th, his fourth consecutive membership. Any outsider can plainly see this Club membership is something to be desired by the way these sales experts are particular about joining every year.

Our best wishes are with you, Mr. Bragg, and we hope you enjoy the Club as much as the Club enjoys your membership.

Toronto High Five

June 6, 1918

- C. B. BREMNER
S. G. ADAMS
J. M. ROY
C. H. KING
J. W. FREEMAN

Edmonton, Alberta,
May 15, 1918.

EDITOR BOWSER BOOMER.

Dear Sir:

Permit me through the columns of your worthy paper to thank my many fellow workers for the very nice letters of congratulations that I have received on my election to the Presidency of the Pacemaker Club. I feel deeply honored by the responsibility that has been thrust upon me. I hope there is no work attached to it, as work and I fell out some time ago. One notable feature that I have discovered since my connections with S. F. Bowser & Company, and I have had varied experiences with other concerns, is that the Bowser line is self selling, as can be plainly seen by my election as

President. Miss Lizzie Ford and I have grown to be great friends in our many rambles over the prairie. Lizzie has one peculiarity; she has developed a great thirst for "gas" and she absolutely refuses to pass a "Bowser Tavern" without tanking up.

I wish to extend my heartiest congratulations to Mr. R. Codrington on his elevation to Vice-President and to Mr. J. T. Gibbons on his attaining the office of Secretary. I see no reason, judging from the appearances of the two gentlemen on the front page of the Boomer, why they should not be in front of me, but here's hoping better luck next year.

I have a feeling that the utmost harmony will prevail during our term of office. Owing to the great distance we are apart, I crave the indulgence of my colleagues, as letter writing is not in my line and my first act is to hereby censor and suppress any criticisms regarding my efforts, and using Sat's expression, I invoke God's blessing on the P-e-acemakers.

Yours sincerely,
C. B. BREMER.



J. H. Bedser
*Member Pacemaker Club,
St. Louis District, 1918*

Congratulations, Mr. Bedser, on beating your last year's record. While you were a Pacemaker in 1917 you have entered the Club earlier this year. This is progressive work and you have the congratulations of the entire organization in your success.



W. W. Scruggs
*Member Pacemaker Club,
Memphis District, 1918*

Mr. Scruggs secured membership in the Club June 3d. He is a repeater, having been a member of the Club last year. He is another "star" from Memphis who is doing good work for himself, his district and his company.

More power to you, Mr. Scruggs.

"Conductor," inquired the green young salesman, taking his first trip for the firm, "which end of the car do I get off?"

"Either end, sir," replied the conductor, politely, "both ends stop."



A New Dodge, Boys

"Ben" Deffler, of our Tri-State District, is an ingenious chap. Note the leather "Bowser" flap on the side of his speedex 1920 model. Ben gets business because he believes in advertising. When he glides into a new town he arouses the curiosity of every native in the berg by his sign, "BOWSER." Who is Bowser? Well, Ben tells 'em and shows 'em where to sign up.

P. S. The lady with Ben is his wife.



Harry Christie in the West

Quite a big tree, don't you think? And knowing Harry Christie and S. G. Adams to be big men in our organization you will appreciate that they picked out a suitable background against which to pose.

Mr. Harry Christie, Toronto Sales Manager, the gentleman on the left, has just returned from a business trip in the West. This is one of the pictures he

had taken while away from Toronto. The locality is Vancouver, Canada, Stanley Park.

Mr. S. G. Adams, on the right, has been with us since October of last year. Since starting Mr. Adams' business has been good. His orders call for high-grade outfits and short terms. From all reports received from our Toronto office it is very likely that Mr. Adams will be elected to the Pacemakers' Club soon.



Telling Her

Here's a kodak shot of C. L. Huffman, Tri-Stater, friend wife and son Mark. C. L. is explaining to Mrs. Huffman just how he landed a recent order—a big 'un' totaling twenty-nine points. From the appreciative smile on Mrs. Huffman's face, we reckon she is going to share C. L.'s commissions.

This snapshot was taken on the shore of Lake Michigan.

A. L. Corbin--Corraled

Read the following, boys:

Mrs. Jennie Satterfield
announces the marriage of her
daughter
Olive Reba
to

Mr. Arthur Lee Corbin
on Tuesday, June the fourth,
nineteen hundred and eighteen,
Danville, Virginia

Looks like the real thing, doesn't it? Well it is the real thing. Mr. E. B. French, of the Washington office, writes and assures us that Mr. A. L. Corbin is no longer a bachelor. We all knew his charming personality would win him a place in some feminine heart sooner or later. In this case it seems to be sooner.

Congratulations, A. L., we hope you sell every prospect you talk Bowser to from now on for the sake of your new bride.

E. E. Springer Ill

Mr. E. E. Springer, assistant to Mr. C. C. Barnett, has had the misfortune of experiencing a very severe case of scarlet fever the first part of this month.

Mr. Barnett, manager of the Denver Office, was called to Denver Monday, June 3rd, to take care of the work there, as Mr. Springer was unable to be at his desk. Mr. Barnett had been out studying territorial conditions.

A great many of you boys know Mr. Springer well and we feel sure that you unite with us in the hope that he will soon be able to take up his responsibilities in Denver.



G. W. Scott

**Member Pacemaker Club,
New York District, 1918**

Hold the crossing traffic officer and let that Oldsmobile Eight go by! That's G. W. Scott in his car on his way to the Club. Yes, the Pacemaker Club. No, he doesn't need a Blue Book for the directions. In fact, he was Director in 1913, 1914, 1915, 1916 and 1917.

Congratulations, G. W., on your continued success.



W. N. Throop

**Member Pacemaker Club,
Dallas District, 1918**

Mr. Throop is maintaining his record for salesmanship and consistency of effort by again joining the Club. He entered his membership May 27th. This is the third consecutive year for Mr. Throop. We are as proud of your progress, Mr. Throop, as you no doubt are gratified in your success. May you continue this splendid record each year.



W. A. Armstrong

**Member Pacemaker Club
Fort Wayne District 1918**

Mr. W. A. Armstrong, who to date has been a Pacemaker for four years, made the Club the 18th of June. He is numbered, therefore, as one of the men in the first line to go under the wire.

Mr. Armstrong's work has always been exceptionally clean. He is a consistent producer—one of the valuable salesmen in our organization. We always depend upon Mr. Armstrong each year, and he always proves to us that our confidence is not misplaced.

He has the congratulations of all his friends in the organization. Wallie, we know you will make the Club again next year.

Get One Every Day



It's a Fine Habit

BOWSER WAR SERVICE

The Bowser Boomer

Vol. 17 No. 13
August 1, 1918

to the Nation's Airports
to the Nation's Tank Service
to the Nation's Truck Activities
to the Nation's Ambulance Service
to the Nation's Merchant Marine
to the Nation's Navy
to the Nation's Military Transportation
to the Nation's Commercial Life
to the Nation's Railroads
to the Nation's Automobile Service
to the Nation's Farmers
to the Nation's Manufacturing Industries



*Our Fields
of Usefulness*

Bowser Systems CONSERVE Petroleum Products

Standing of Forty High Men

Volume of Business July 24, 1918

1. W. B. Stamford..... Albany	21. F. H. Peebles..... New York
2. R. Coddington..... Denver	22. H. A. Vortigern..... Philadelphia
3. J. T. Gibbons..... Washington	23. O. T. McKissick..... Dallas
4. W. C. Halsey..... Albany	24. C. Bennett..... Dallas
5. W. A. Armstrong..... Ft. Wayne	25. F. E. Bragg..... Minneapolis
6. C. B. Bremner..... Toronto	26. W. B. Offerle..... Pittsburgh
7. S. F. Taylor..... Albany	27. E. L. Milliron..... Pittsburgh
8. J. J. Connelly..... Chicago	28. N. Brown..... Dallas
9. J. G. Phipps..... Pittsburgh	29. B. B. Bates..... Dallas
10. R. W. Jewel..... Denver	30. L. L. Brown..... Dallas
11. R. W. Maxey..... Memphis	31. W. W. Seruggs..... Memphis
12. Carver Wood..... Ft. Wayne	32. C. W. Morgan..... Dallas
13. G. W. Scott..... New York	33. R. D. Leonard..... Pittsburgh
14. C. H. Pridey..... St. Louis	34. G. P. Stovall..... Washington
15. B. A. Deffler..... Chicago	35. L. C. Tanner..... Dallas
16. W. H. Trammell..... Atlanta	36. G. A. Smith..... Washington
17. A. G. Hartgen..... Pittsburgh	37. T. H. Moseley..... St. Louis
18. C. L. Speight..... Washington	38. R. L. Matthews..... Dallas
19. W. V. Crandall..... Denver	39. C. E. Joyce..... Dallas
20. C. M. Hunter..... Atlanta	40. E. S. Stetzel..... Memphis

District Office Quota Standing

27th Quota Week Ending July 13, 1918

DIVISION "A"

1. DALLAS - - - B. L. Prince, Mgr.
2. MEMPHIS - - - H. W. Brown, Mgr.
3. ATLANTA - H. C. Carpenter, Mgr.
4. ST. LOUIS - - - L. E. Porter, Mgr.
5. SAN FRANCISCO D. S. Johnson, Mgr.
6. TORONTO - Harry Christie, Mgr.
7. FT. WAYNE A. W. Dorsch, Mgr.
8. ALBANY - - - W. M. Mann, Mgr.
9. PITTSBURG - - - H. C. Storr, Mgr.

DIVISION "B"

1. WASHINGTON E. B. French, Mgr.
2. DENVER - - - C. C. Barnet, Mgr.
3. MINNEAPOLIS R. R. Safford, Mgr.
4. CHICAGO - T. D. Kingsley, Mgr.
5. NEW YORK - E. J. Little, Mgr.
6. PHILADELPHIA J. P. O'Neil, Mgr.

District Office Standing in Lubricating Contest

July 13, 1918

1. PHILADELPHIA	6. MEMPHIS	11. SAN FRANCISCO
2. MINNEAPOLIS	7. PITTSBURG	12. ALBANY
3. WASHINGTON	8. ATLANTA	13. NEW YORK
4. DALLAS	9. ST. LOUIS	14. TORONTO
5. DENVER	10. CHICAGO	15. FORT WAYNE

District Office Standing in Kerosene Contest

July 13, 1918

1. Memphis	5. Denver	9. Fort Wayne	13. Albany
2. Dallas	6. Minneapolis	10. Pittsburgh	14. Toronto
3. Washington	7. Chicago	11. San Francisco	15. New York
4. Atlanta	8. St. Louis	12. Philadelphia	

The Peerless Pitts- burghers

Week Ending July 12th

1. R. D. LEONARD
2. W. S. CAMDEN
3. J. J. MACK
4. E. STEINHAUSER
5. A. G. HARTGEN
6. K. F. HESSENMUELLER
7. I. K. JACOBS
8. M. B. PEIFFER
9. W. F. EICHELBERGER
10. E. L. MILLIRON



An Old Acquaintance

Yes, look again. You are right. This is a picture of Geary Lewis, who, four years ago, was mighty well known about the home plant. Geary has been on the road as some of you know, selling Bowser equipment. He has also been out of our employ but is now returned and has a position with the Company in the Washington office.

Welcome home, Mr. Lewis. We are glad to have you with us once more.

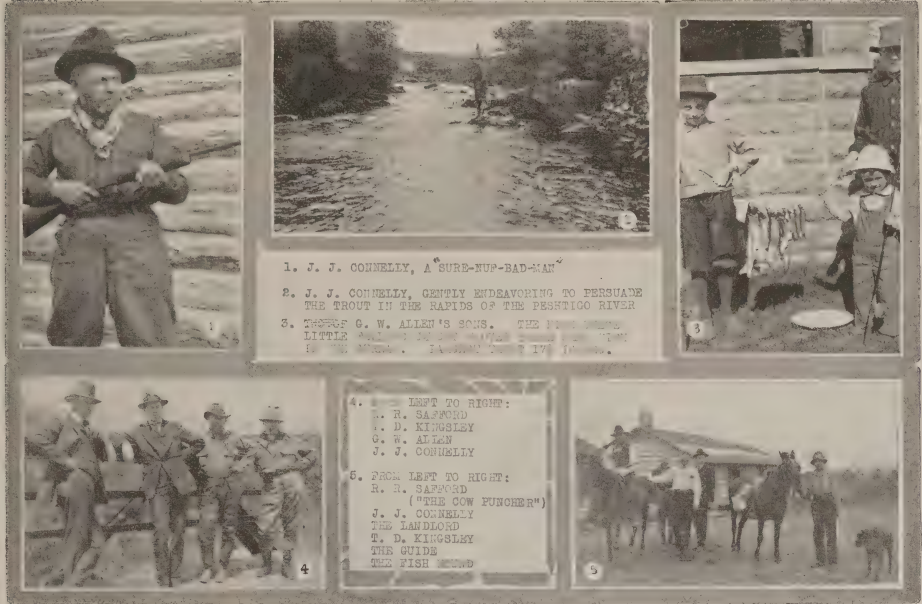
Natural Mistake

Customer: "By mistake I left my Chinese laundry check in here this morning."

Prescription Clerk in Drug Store: "That explains it."

Customer: "Explains what?"

Clerk: "I've been trying to fill that confounded thing all morning."—Judge.



Some Fishermen

Geo. W. Allen, of the Minneapolis District, recently took a vacation and very kindly invited Mr. Savercool and Mr. Murray as well as some of the other gentlemen in the organization to come up to northern Wisconsin and help him fish trout that are in the Peshtigo River in Northern Wisconsin. It so happened that neither Mr. Savercool nor Mr. Murray could attend, but a report of the affair indicates it was a lucky miss for them.

The overland trip necessary in Allen's Ford went to Kingsley's stomach and head and he became very dizzy and was laid out the second day.

When they became thirsty

Safford volunteered to milk a cow to which he had not been previously introduced. After beginning the operations Mrs. Cow objected to Safford's paper collar and kicked him over and spilled the milk all over him. He was so mugged up that the boys decided to throw him in the creek in order to clean off the first layers of dirt.

This crowd evidently went out bush fishing for the next excitement occurred when Safford's hook caught in a bush and in endeavoring to loosen it he lost his balance and fell over a log, breaking his pole, spraining his ankle, fracturing his temper as well as other damages.

What makes Connelly look so

tough are the humps he has all over him, giving him the appearance of a horned toad, which appearance he secured after the second day's fight with the mosquitoes.

We understand that Connelly invested close unto a thousand dollars for fishing paraphernalia. We believe the equipment was all right and we are sure there were fish in the stream, as Allen's little three-year-old son is holding a line of them he and his two brothers caught before breakfast one day.

This crowd of would-be fishermen never secured enough fish to permit the very finest kind of a camera to show any evidence. Some fishermen, we say. They would have had better luck if they had gone deer catching with Allen's Ford.



J. J. Connelley
Member Pacemaker Club
Chicago District, 1918

On June 15th the Pacemaker Club announced the election of Mr. J. J. Connelley to its exclusive membership, this being his fourth annual entry to this honor. J. J. has been a close student of our line and has worked from time to time on some of our biggest Bowser installations and secured some of our most prominent jobs.

We are glad you are in the Club again, J. J., and we all congratulate you.

Office Changes

It will no doubt interest a great many of you to learn that Mr. E. D. Eggiman who has been assisting Mr. Zahrt, has become our Home Office Manager. R. L. Heaton relinquishes the position of office manager to devote his time as assistant to Mr. S. B. Bechtel.

Mr. J. R. Matlack, whom you all knew when he was formerly connected with this company, has returned and is again at work with us. The securing, handling and disposition of priorities; increased demands upon the Pricing Division and many other executive matters are demanding much time and these responsibilities have been handed over to Mr. Matlack. In addition to this he will handle all recommendations for the Mechanical Committee and handle special work assigned to him by Mr. Zahrt and Mr. Bechtel.

Mr. R. R. Dooley, who has

been conducting our employment department for the past year or more, has been advanced to a responsible position in the Sales Department.

Minneapolis "High Five"

Week Ending July 13

- | | |
|-------------------|------|
| 1. M. L. NOLAN | (5) |
| 2. H. A. STETZEL | (5) |
| 3. S. S. HAW | (7) |
| 4. J. R. O'MALLEY | (14) |
| 5. R. L. DUNCAN | (2) |

Here they are again, representing some good business and hard work.

Nolan leads! North Dakota is getting a crop, and Nolan is getting the business.

Minnesota is especially well represented, and Mr. Duncan is getting used to Wisconsin again.

South Dakota was "snowed under" last week, but don't worry, they are accustomed to extremes, and buck the weather continuously.



W. B. Offerle
Member Pacemaker Club,
Pittsburgh District, 1918

On June 17th the election of Mr. Offerle in the Pacemaker Club was reported. Mr. Offerle is one of the old timers in the Pittsburgh organization, having covered territory in that district since June 1st, 1912.

He has always been one of our dependable stand-bys and it is indeed a pleasure to again announce his Pacemaker membership, which is another evidence of his splendid work.

"Mary had a fountain pen,
From which the ink did flow,
And everywhere her Sammy went,
A note was sure to go."



Walter Snapp
Member Pacemaker Club,
St. Louis District, 1918

Mr. Snapp joined the St. Louis district in the spring of 1917. When he heard about the Club he decided to join. He was so pleased with the experience that he duplicated the action again this year and was elected June 25th.

We are very glad, indeed, to record your success, Mr. Snapp, and hope you will continue this splendid record.

Dallas 100% Quota Men

27th Week Ending July 13, 1918

- | |
|---------------|
| 1. SARGEANT |
| 2. JOYCE |
| 3. MORGAN |
| 4. BOWDON |
| 5. MATHEWS |
| 6. GOOLSBY |
| 7. BENNETT |
| 8. CHATHAM |
| 9. BROWN, NOD |
| 10. BATES |
| 11. LAGRANGE |

Broader Business Builders

KEROSENE

BOWDON
GREER
KING
MORGAN
SARGEANT
TUNSTALL

LUBRICATING

BATES
CHATHAM
LAGRANGE
MORGAN
MATHEWS
SMITH
TANNER

PAINT OIL

CLEMENT
---------	-------



L. C. Tanner

**Member Pacemaker Club,
Dallas District, 1918**

Mr. Tanner joined the organization in the fall of 1915 and has joined the Club each succeeding year. He was elected this year June 26th, beating previous records.

This is good work, Mr. Tanner, and you are to be congratulated on your fine record. This is the kind of work that makes you a "Bowser Business Builder."

Atlanta's High Five

Week Ending July 13th

E. W. MOORE
H. W. OATTIS
L. W. CROW
C. M. HUNTER
F. F. WALSTON

LaVergne Blue and E. W. Moore both state that securing business on a Saturday has become a fixed habit with them.

Atlanta's genial stenographer, Mrs. J. A. Brinson, spent her vacation in the hospital where she was compelled to undergo an operation. The Boomer readers all join in wishing you a speedy recovery, Mrs. Brinson, and trust that your next year's vacation may prove a more pleasant one for you.

M. A. Ashley is busily engaged in fishing—for Pacemaker points, and suffice to say that he is using the right kind of "bait."

Griggs Walker recently spent a few days tarpon fishing, and advises that the aggressiveness of these fish compelled him to hide behind a stump while baiting his hook.

Now Is the Time to Dig In

Make every hour of the day count. Thirty minutes lost each day means two weeks a year. Hardly seems possible, does it? But it is so and no one can afford to take such a vacation. The only way to avoid loss of time is to plan your work and route for each day. Such a system will enable you to be on your territory bright and early—PREPARED.

T. D. KINGSLEY,
Chicago District Manager.



H. E. Dobson

Permit us to introduce you to Mr. H. E. Dobson, our government representative.

Mr. Dobson is as genial as his picture leads you to believe. He does not smile only when the photographer tells him to "look at the birdie." Smiling is an every-day habit with Harry.

Cud'-e-do-more?

Our representative, Mr. J. W. Freeman, who works under the jurisdiction of Mr. Cuddie, in Saskatchewan, has been successful in selling a Premier Dry Cleaning System, the total amount of the order being \$1,055. Very good for a new salesman's maiden effort.

Are there still any of our salesmen afraid to tackle a D. C. job?



W. P. Shepherd

**Member Pacemaker Club,
Tri-State District, 1918**

Every year that Mr. Shepherd has been with us, since the Club was organized, he has never failed to register and this year is no exception. Mr. Shepherd claimed the honors this year, June 14th.

Mr. Shepherd does very constructive work and is, indeed, a Bowser Business Builder.

A \$1,500 Hat

Mr. John M. Roy, of Montreal Office, has just received \$1,500 as a recompense for personal injuries, including an old straw hat which he had broken in a railway accident some time ago. He also complained that his hearing had been affected by the shock.

Mr. Roy's injuries evidently touched a sympathetic strain in most of his prospects, as during his convalescence he closed an order for over \$5,000, F. C. W. O. This happened about 250 miles away from the scene of the accident. Sympathy is far-reaching in Quebec.

Mr. Roy is not of military age or it would be a terrible strain on the Government coffers, were he to be wounded in action very often.

Mr. O. M. Poland, formerly of the Chicago Board of Trade, is a new Denver Daring Doer. He is lining up the kerosene business in his territory in excellent shape and promises to become one of Barnet's best producers.



F. C. Rice

Member Pacemaker Club,
Tri-State District, 1918

Mr. Rice has been with us two years and has been in the Club each year. He entered his membership this year, July 8th. We believe Mr. Rice will prove himself a Pacemaker plus before the close of the season and we wish him every success in his splendid efforts.

Congratulations, Mr. Rice. We like your style.

Are You Looking for Sales or Alibis?

The world is full of "Alibis." Any way you turn you may find an alibi full grown—ready to hand—waiting to be pulled for any fall-down, or to bolster up an excuse for poor results.

Earthquakes, floods, fires, famines, disasters, wars, adversities and calamities seem always hanging about waiting to be conjured up by the "alibi artist." But such things do not bother *real* red-blooded men—rather they develop them.

Elbert Hubbard said, "Blessed is the man who has found his work." If a man has found his work it is not work any longer—it is life itself.

To this man the hours put in are as nothing at all. He only regrets that there are but twenty-four hours to a day. And he begrudges the few that must be spent in eating and sleeping.

If you are that man you are happy, successful, and your name is always in the producer's column. You wouldn't

know an alibi if you met one face to face.

As a salesman in the field you go out and at it each morning—joy and enthusiasm in your heart—on your toes from dawn till dark.

You would rather sell than eat—rather make a customer than sleep. For truly the greatest thing on earth to you is a new name on a permanent contract.

Alibis are not hard to find, but there's no money in 'em.

—G. E. Dewey, in *Nelsons*.



E. F. Klotz

Mr. E. F. Klotz "happened" into Fort Wayne a little while ago. He found a cozy spot in the sun and was photographed there by our staff camera man.

E. F. really deserved to have his picture taken as he came all the way from San Francisco to see us. Mr. Klotz has been a Pacemaker for the past six years.

"My mind is made up."
"Heavens! Is that artificial, too!"



G. A. Smith

Member Pacemaker Club,
Washington District, 1918

We are pleased, indeed, to announce the election of Mr. Smith to the Pacemaker Club, which honor he secured June 21st. Mr. Smith was a member of the Club last year also, and consequently knows the rules. He has been repeating on this proposition and we hope that Mr. Smith maintains his record until he secures the \$250.00 prize. Here's more power to you, Smith.

U. S. Could Fight Eight Years

When Germany's new war loan is floated the empire's total indebtedness will be \$31,000,000,000, which means that each one of her 68,000,000 inhabitants, men, women, and children, will be in debt \$456. Here in America, with a population of 110,000,000, our total indebtedness is only about \$6,000,000,000, or a per capita indebtedness of only one-eighth that of the German citizen a matter of \$57 each. We can run our Liberty Bond flotations up to \$50,000,000,000 before each one of us owes as much as each German across the Rhine.

In other words, we can run this war at our present rate of expenditure for eight years before we are as bad off as the Germans are today. Don't be frightened at the money we are spending. We are not "breaking" ourselves. We are spending very little of our national wealth.

**BOWSER
BOOMER**

PUBLISHED MONTHLY BY
S. F. BOWSER & CO., Inc.
Fort Wayne, Indiana
Manufacturers of Oil and Gasoline
Storage Equipment

C. H. DAVIES, Editor

THE BOWSER BOOMER IS THE MAGAZINE
OF THE BOWSER SALESMEN
OF THE WORLD

It is published in their interests and its viewpoint reflects their aims, activities and ideals.

Every salesman is entitled to a copy.

News items, photographs, sales arguments from all are welcome.

Vol. XVII AUGUST 1, 1918 No. 13



Our Cover

Long before Uncle Sam was in the war we realized that Bowser Systems were among the essentials.

Among the early requirements of the allies were safe gasoline storage depots and filling stations, equipment that was fire-proof and bomb-proof. It is said that the British, through the use of motor trucks, turned the tide in the Battle of the Marne. It might be also said that Bowser Tanks played their part in supplying the fuel which, if lacking, would have made the truck useless. Add to this service the emergency needs of gasoline for Red Cross ambulances, aviation camps, cantonments and navy requirements with their gasoline submarine chasers and you will understand Bowser Service in the war.

It may be added that Bowser Systems in war industries are a very important service in increasing efficiency and protec-

tion of life and property from fire and explosion.

Underlying these war activities is the Service of Bowser in world conservation of gasoline and oils, so important and necessary in the prosecution of the war.

Bowser Service is surely in the front line on War Service.

Will to Win!!

The fundamental factor in winning any war is will-power. The spirit and will-power of a nation is as valuable as its armament. The spirit of a nation is its armament. Once the spirit of a nation is undermined the nation is done.

Let us consecrate ourselves to the task of making the will of America supreme. If we set ourselves to this task we can now do two necessary things at once—we can have the will to win and the will to work. We can put every ounce of effort to work to win the war.

The government wants thrift, and thrift it must have. Thrift means being busy, and keeping busy, making every effort count double in our preparation and every ounce of material counts in our resources.

Will to effect Oil Economy by the Sale of Bowser Systems.

Without oil there could be no guns, no battleships, no troopships, no railways, no uniforms—no barb wire, no aeroplanes, no war's essentials.

The demands have been urgent—unparalleled—but the industry has responded nobly. Not content with working with present facilities day and night, the industry has built additions, branch plants, developed new organizations, and in short has expanded to an unprecedented degree.

Oil Economy is essential to

make increased production effective.

DO YOUR BIT!!

It is up to every red-blooded American business man to *Save in Time, Labor and Materials* and conserve and build up the productive strength of the Nation. The true patriotism of producers can be measured by self-denial—but one great essential is to keep business better than just good.

The incomparable service rendered by Bowser Systems to the commercial life of the nation during these times is an absolutely essential service. Transportation by rail in America is over-taxed and motor vehicles must be utilized to relieve the railroads. It is imperative and essential to maintain, as efficiently as possible, all motor vehicles—keep them running and keep them working.

Every Bowser employee who does his level best to keep the *wheels of progress moving* and to supply Bowser Systems essential and necessary to maintain industries in good working order, with less fire hazard, and to the point of high efficiency in saving oil, time and labor, is serving the community and his country.

Tell your Bowser-Oil, Time-and-Labor-Saving story effectively.

H. E. Newell, of the Engineering Department, has been in New York City in the past week on company business. Mr. Newell formerly operated under the New York office and no doubt his trip there was a pleasure to himself as well as a profit to the Company.

All Crazy

In western Georgia a jury recently met to inquire into a case of suicide. After sitting through the evidence, the twelve men retired, and after deliberating returned with the following verdict:

"The jury are all of one mind—temporarily insane!"—Case and Comment.



C. I. Benford
Member Pacemaker Club,
Denver District, 1918

These Denver boys seem to want things in keeping with the Denver altitude and nothing less than "mile-high-sales" records are satisfactory. Mr. Benford is another proof of this in his insisting on Pacemaker membership, which he secured June 26th. Mr. Benford was a Pacemaker in 1916 and 1917 also. We trust that each year sees him again enlisted in this success Club.

Congratulations, sir.

Deaths

J. Luther Myers, who has been traveling under the Pittsburgh office, with territory in Harrisburg, died at his home at York, Pa., June 2nd. Mr. Myers had been indisposed for some time and has been confined to his home for the past ninety days.

We greatly feel his loss and our sincere sympathy is with his family in their bereavement.

The organization will regret to learn that sorrow has fallen on the home of Mr. M. H. Clark, of San Antonio, Texas. His son, Fred, fifteen years of age, passed away after a severe illness.

The sincere sympathy of the entire organization is with Mr. Clark and his family in his sad bereavement.

We learned with sorrow, July 5th, of the death of Mr. B. A.

Deffler's father. Mr. Deffler has been in our employ for many years and our sincere sympathy goes out to him in his bereavement.

To the Pacemaker Club,
Fort Wayne, Ind.
My Dear Friends:

Permit me for myself and my family to express our grateful appreciation for the flowers sent at the burial of my father.

When the shadows fall on your own heart, may the consolation that you have given to others be fully recompensed to you.

Respectfully and sincerely
yours,

BENJAMIN A. DEFFLER.

We regret to report the death of Mrs. N. B. Steele, who died Sunday, July 21st, at Judsonia, Kansas. Mrs. Steele had been ill for some time and was in the west endeavoring to recuperate when the sad news was wired to Mr. Steele at his home in Richmond, Virginia. The many friends of Mr. Steele in the Washington District where he worked, as well as the entire organization, sympathize with him in his sad bereavement.

PHOTO
NOT
RECEIVED IN
TIME FOR
REPRODUCTION

J. J. Mack
Member Pacemaker Club,
Pittsburgh District, 1918

Mr. Mack joined our organization in March last year and has proved his worth by registering in the Pacemaker Club this year. It is, indeed, a pleasure to welcome you, Mr. Mack, to the privileges of the Pacemaker Club. You are now counted among the "live ones."

We congratulate you and hope your success ever continues.



J. F. Jeffreys
Member Pacemaker Club,
Washington District, 1918

It was on Sept. 28th that Mr. Jeffreys decided to join the Bowser organization. It was on June 29th that Mr. Jeffreys decided to register in the Club this year. He joined the Washington sales force in 1916 and has been prominent in their sales records ever since. He was in the Club last year also and we hope he will be with us again next year. We welcome you, sir.

His Idea

By E. S. Stetzel of Memphis.

He either fears his fate too much,

Or his deserts are small,
Who fails to take the chance,
To gain or lose it all.

Conditions confronting salesmen were never, never, more puzzling and changeable. Success can come only by increased steam, and adapting ourselves to all the varied conditions arising.

Otherwise Afflicted

When soldiers are sent to the base hospital for treatment, they are taken first to the receiving ward, where they turn in their clothing and valuables and receive pajamas and a bathrobe for hospital wear.

A negro soldier was brought in, and while a record was being made of his clothing and personal effects, an orderly asked him if he had pajamas. The darky grinned painfully and said:

"No, sah, it's mumps!"—Judge.



C. J. Rogers

**Member Pacemaker Club,
Tri-State District, 1918**

At the close of 1914 Mr. Rogers decided that he would come with a first-class company, so he entered the Bowser Sales Force. He was extended a membership in the Pacemakers' Club and has responded every year since, entering this year on July 1st.

It is this sort of constant sales work that we admire and we hope that C. J. lands the \$250.00 prize next year.

**10 High Men in Lub
and Kero Sales Record**

**Chicago Salesmen, Week Ending
July 5, 1918**

LUBRICATING OUTFITS

1. B. A. DEFFLER (Tie)
1. J. P. SHANNON (Tie)
2. J. J. CONNELLY
3. MAX HEINTZE
4. C. J. ROGERS
5. F. C. RICE
6. B. F. MARTIN
7. W. P. SHEPHERD
8. M. F. GRIGG (Tie)
8. C. L. HUFFMAN (Tie)
9. R. H. SHERLOCK
10. E. W. MILES (Tie)
10. N. WETZEL (Tie)

KEROSENE OUTFITS

1. J. J. CONNELLY
2. F. C. RICE (Tie)
2. M. F. GRIGG (Tie)
3. C. J. ROGERS
4. H. J. BOUNY
5. B. A. DEFFLER (Tie)
5. C. L. HUFFMAN (Tie)
6. W. P. SHEPHERD (Tie)
6. C. A. GREENE (Tie)
7. A. C. VANAUKER
8. A. J. BEVERLIN
9. J. P. SHANNON
10. R. H. SHERLOCK

Get Acquainted

Your success in the territory depends largely on your ability to know where to go to get new prospects for Bowser goods. Has it ever occurred to you that possibly the fire chief in each city could be a mighty big help to you in your work?

These men are in very close touch with city conditions and know better than any one else, perhaps, where oil storage outfits are needed. Make it a point to talk to the fire chief in every town in your territory—get acquainted *with them*—the result will be apparent.

A. W. DORSCH,
Manager Fort Wayne Dist.



R. L. Matthews

**Member Pacemaker Club,
Dallas District, 1918**

Hello, "Uncle Bob." We are not going to give you any "preachment" because everybody knows you. The organization remembers you as President in 1915, Director in 1917 and in the Club the other years. We will make mention of the fact, however, that you were elected this year June 28th.

Come right in "old timer," and shake hands with the rest of the boys. We are all glad you are with us again. Welcome home! That's what the Club is to you.

The world gives its admiration not to the man who does what nobody else attempts, but to those who do *best* what multitudes do well.—Macaulay.



R. D. Leonard

**Member Pacemaker Club,
Pittsburgh District, 1918**

If you will take up the history of the Pacemakers' Club you will find on every page of it some record or interesting facts on R. D. Leonard and his work. He has been identified with the Club every year since it has been organized. Mr. Leonard has some sales curves that have always puzzled his many friends, but these tactics never fail to land him in the Club. We are indeed delighted to have him in the Club again this year.

Congratulations, R. D. May your success ever continue.



Arthur G. Locke

Mr. Locke's many friends will be interested in learning that he is now in France as a Y. M. C. A. Secretary. Mrs. Locke and three little daughters are naturally sorry to have Daddy away but Mrs. Locke is a true Daughter of the Revolution and is giving inspiration to her husband in his present work, as she did in his Pacemaker's Record.

We hope his connection with the Bowser Sales Force has not been severed permanently and that the events in Europe will soon enable him to be back with us again.

HELP WIN

National Conservation of

Petroleum is one of the most important factors in winning the war. The most indispensable products of petroleum are KEROSENE and LUBRICATING OIL and GASOLINE.

Government Director Requa says supply for general purposes depends on public economy.

Are you doing your share toward conserving the national resources of oil and gasoline?

Every drop wasted adds burden to the nation. Besides the economic loss it increases traffic troubles. Every drop saved helps Uncle Sam.

S. F. Bowser & Company's Equipment is particularly designed to conserve the supply of Gasoline and Oil to the utmost by

- (1) Preventing waste from evaporation, leaking and spilling;
- (2) Eliminating the hazard from Fire and Explosion, thus conserving property and life.
- (3) Preventing contamination—maintaining Gasoline and Oil Supply in original condition.

The promotion of Thrift, Cleanliness and Efficiency and the Conservation of time and labor are accomplished by the use of this Equipment.

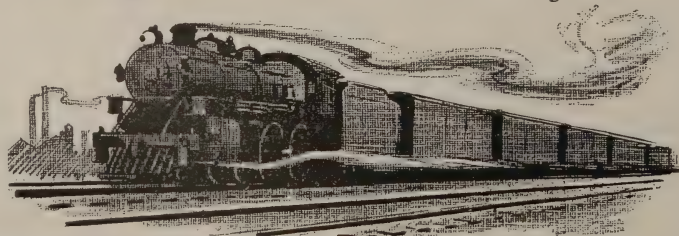
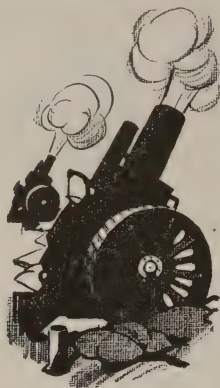
The Products of this Company are:

- Oil Storing and Distributing Systems;
- Self Measuring Pumps—Hand and Power;
- Iron and Steel Tanks;
- Oil Filtering and Circulating Systems for Steam Engines, Turbines and other machinery;
- Oil Reclaiming Systems for Cutting Oil;
- Oil Meters;
- Dry Cleaners' Naphtha Storing and Distributing Systems.

This Equipment is used by:

The Government and its Allies, Factories and Mills, Power Plants, Railroads, Mines, States, Cities and Towns, Fire Departments, Dry Cleaners, Stores, Garages, Individuals.

The Government is a large user of Bowser Equipment of all Types



Save

THE WAR!!

Oil and Gasoline Will Help

Oil is used in many Departments, viz., Army and Navy, Cantonments, Forts, Hospitals, etc. Bowser Oil Meters are installed in the fuel oil lines of Torpedo Boat Destroyers and on some other U. S. Vessels. Our London and Paris Offices have sold large numbers of outfits to our Allies for use at the Front.

The Company's Engineering Department are trained engineers in design, construction and installation of Oil Storing and Distributing Systems and are constantly engaged in the solution and application of new methods and the design of new devices and equipments. This Department is now principally engaged in special work undertaken at the request of the Government.

S. F. Bowser & Company, Inc., has during a period of 33 years built up an extensive organization representing a large investment, not only in real estate, buildings and equipment, but in its human organization the dispersion of which would constitute a serious economic loss. The Company employs at this time from 2,300 to 2,400 people. Collectively from 8,000 to 10,000 people are directly dependent upon the Company for their living.

The Company's product is useful and necessary in the Conservation of Oil and Gasoline and for safety to life and property through removal of hazard from fire and explosion in handling these and similar dangerous liquids.

It is the earnest desire of this Company, its officers, executives and employees to co-operate with the Government in every way.

Help your country, your company and yourself by giving your most effective aid in producing and distributing Bowser Systems to conserve oil.

Oil lights the world, heats the world, lets the ships run, makes our living. In every influence of destiny oil is a factor. Without oil machinery could not turn the great guns of modern warfare, nor could the little rapid-fire weapons pour their deadly streams of lead.

No oil but petroleum oil can make possible the great speed or carry the great weight of modern mogul engines.

Without oil all our forces would stand still and dead. Without oil no life and electricity die. Oil is used in ten thousand ways.



Oil!.

A Suggestion from Denver

Sometimes you will receive a suggestion of delay from some man who wants to talk the matter over with his wife. That is your opportunity to invite yourself to give the same demonstration to her that you gave to the husband, in justice to him and to your proposition, as he cannot possibly represent the matter to her as well as you can; and, furthermore, there are some things that you can say on the subject to which she would listen on a business investment basis from an investment emissary, carrying weight back of him of a well-known House, but would not listen to the same proposition laid before her by friend husband, possibly because of past experience, or otherwise.

Occasionally, you will find the wife just as strong for investment as the husband, and sometimes more so, but generally it is the other way round, largely due to the lack of knowledge, and it is up to our men in the field that friend husband and friend wife get a proper understanding of our proposition jointly, just as it is imperative that both partners have equal opportunity to get a proper understanding, for where the proposition is put up to all concerned in the same uniform manner it is the greatest opportunity for proper understanding all around. I will venture the assertion that without your revealing what you want to know, it will not take you long to learn what is holding a man back when he pleads for delay, and when you know the cause, you can concentrate your efforts accordingly.

I remember one case where friend husband stated that while he might like to make the invest-

ment, he knew his wife would object. I ventured the statement that I did not see how she could, if she understood what it meant to him in his business, and asked permission to see friend wife. He still objected. His voice was on the soft pedal, mine was purposely not. Just about that time Mrs. Storekeeper stuck her head through the back room door, and asked why she was under discussion. Friend husband wilted. I explained to her that we needed her help in settling a proposition and we hoped (mark the "we") she would solve the problem. I then gave her a short, quick outline of the deplorable condition of friend husband's oil room, pointing out what a threat it was to his entire store investment, etc., etc., to say nothing of his oil department.

When I finished she turned to Hubby and said: "If you don't get that tank system, as this man calls it, in here, I will leave you. Remember we live under the same roof, back of the store."

Needless to tell you what friend husband did before she had time to go back to her housework, and the biggest point of this whole case that I have just cited you, is that Mr. Storekeeper had been feeding himself false fears as to what his wife might or might not think of doing, probably due to a shaky, lopsided, fearsome method he had adopted in explaining to her the business propositions that had been put up to him in the past; just so possibly sometimes one partner to another. "Nuf sed."

C. C. BARNET,
District Manager.

Mr. Bernard Pratte, a new Denver Daring Doer, supplied himself with a "tin Lizzie" and he has had the pleasure of working a sandy section of Nebraska for a starter.



Director S. G. Adams
Pacemaker Club,
Toronto, 1918

On Oct. 1st, 1917, Mr. Christie enrolled in his sales force one whom he presumed was a prize winner. The man was S. G. Adams. The evidence of this fact is that Mr. Adams has been elected Director of the Toronto District, which honor he secured June 6th. The Toronto sales force has a fine representation of aggressive, progressive salesmen and Mr. Adams may well consider himself honored in securing this office in competition with the keen bunch of old timers.

We congratulate you, Mr. Adams, and we hope you are with us many years and occupy similar positions of honor in sales contests from time to time.

Knock-kneed

Passing a hand over his forehead, the worried drill-sergeant paused for breath as he surveyed the knock-kneed recruit. Then he pointed a scornful finger.

"No," he declared, "you're hopeless. You'll never make a soldier. Look at you now. The top 'alf of your legs is standing at attention, an' the bottom 'alf is standin' at ease!"—Exchange.

Denver District High Men

The following is the standing of Denver District salesmen in VOLUME OF BUSINESS for the year and for the MONTHLY LUBRICATING UNIT CONTEST up to and including July 13th:

YEARLY VOLUME

1. R. CODDINGTON
2. R. W. JEWEL
3. W. V. CRANDALL
4. J. H. WILSON
5. C. I. BENFORD
6. F. H. KILVER
7. H. U. EARLE
8. R. J. CODDINGTON
9. R. E. ERWIN
10. J. L. COCHRAN
11. O. M. POLAND
12. L. L. JOHNSON
13. B. PRATTE

MONTHLY LUBRICATING UNITS

- O. M. POLAND
- R. CODDINGTON
- W. V. CRANDALL
- B. PRATTE
- L. L. JOHNSON
- H. U. EARLE
- J. H. WILSON
- F. H. KILVER
- R. W. JEWEL
- R. E. ERWIN
- C. I. BENFORD
- J. L. COCHRAN
- R. J. CODDINGTON

A new "Richmond" in the field in the person of Mr. O. M. Poland. It is not enough for him to take the lead on Monthly Percentage of Quota, but he has a handsome margin in number of Lubricating Units as well. Hats off to this man, boys, and watch his smoke, but keep busy in the meantime yourselves or you won't have a look-in.

Another interesting exhibition for the last several weeks has been the seasaw, rough and tumble, leap-frog fight between Big Ben and Jack Wilson on Yearly Volume. Jack has taken fourth place again and Ben vows vengeance. How about that vow, Jack?

Yours for capturing the lead,
C. C. BARNET.



W. C. Halsey
Member Pacemaker Club,
Albany District, 1918

There is so much to tell about this versatile engineer's interesting work that we are planning a special edition of the Boomer for it. Mr. Halsey came with us in 1914, during which time he has taken many honors. He is a constant student of chemical as well as engineering problems as they pertain to oil storage, and we believe his steady application has much to do with his splendid success.

Be Continually on the Job

Salesmanship is nothing more or less than getting what is in your brain into the brain of the other fellow. It is like writing a story or painting a picture. If you haven't your ideas straight yourself you can't hope to make them clear to the purchaser.

Don't forget the fact that your time is worth money—so is the time of the man you are talking to (if it isn't, you shouldn't waste any time talking to him). Get your facts together, present them in sequence—it will save both yourself and your purchaser time.

The fact that you have sold some people is evidence there is a demand for your goods. If the man you are trying to sell doesn't want them, don't waste any time on him, somebody else wants them—find that somebody, he's

not coming to you; you've got to find him, and there's no set rule for finding him. The one you least expect to sell often is the first to buy; try them all. Lots of salesmen run by customers trying to get to see people who are not interested. If everybody wanted what you are selling there wouldn't be any salesmen. The purchaser would write a letter to the home office.

You have to hunt the man that needs the goods and then sell him. Get started. Don't stand around waiting for prospects to turn up. You can't expect orders to hunt you. Keep digging after them. You are bound to get your share if you HUSTLE, HURRY, HUMP!

J. W. RUNYAN,
Philadelphia.

Our Service Department often gets letters that are amusing to those of us who are Bowser-wise! Mr. Murry just handed us the following:

—, Ill., June 11, 1918.

S. F. Bowser & Co.,
Fort Wayne, Ind.

Dear Sirs:

I am sending you by P. P. coupling for hose on gas pump for which please put on gas hose and return same to me by parcel post C. O. D. if you care to. I presume that the hose is all the same length but if not make this one nine feet.

Thanking you in advance for promptness, I remain

Yours truly,
C. L. S.

Somewhat like asking a tailor to sew a coat on a button hole.

J. C. Tibbles, of the Fort Wayne District, who covers territory in Ohio, is certainly "making hay while the sun shines." He came into the office Saturday with a ninety-five point order, covering 102's, 101's, and two 41's.

It is barely possible that the director for the district will be "Tibble without a quibble."

Keep Your Liberty Bond



HE man who subscribes for a Government bond, and is advertised as a patriot for doing so, is not a patriot if he immediately sells that bond on the market when he does not imperatively need the money. It is not mere subscription to a bond that helps the Government; it is by actually lending money to the Government and not merely promising it and shifting the load to someone else that the citizen really helps in this great time.

Lieut. J. A. S. Meyer Writes of Experiences Abroad

Our Lieutenant J. A. S. Meyer, recently a prize-winning salesman in Memphis, now a member of Company K, 60th United States Infantry, writes:

"Our voyage across the water was more or less uneventful; the sea was calm most of the way and not very much sickness aboard. We were unfortunate enough to lose three men overboard while playing with a medicine ball. Two of them were picked up, but the third was lost sight of when we turned around and we never saw him again. Although we were in waters more or less dangerous, we cruised around a circle several hours endeavoring to locate him. I'll bet my bottom dollar it's more than the Huns would do for one of their sailors.

Rest at Port.

"We landed at a very pretty port and rested there for a few days, when we were hustled aboard a train and brought here. If I may digress for a moment, I will attempt to describe the train. At the head of the procession was the tiniest little engine I ever saw; no bell and the squeakiest whistle in the world. Next came a few box cars which would just about hold one chief sentry. Next passenger coaches with five compartments running across from one side to the other, each holding eight men. These were locked when the train was in motion, and following them

was another bunch of freight cars. I was surprised to note quite a few cars without air brakes.

"This Barnum & Bailey affair took nearly three days to cross a portion of France which our trains would cover in eight hours. I slept on the floor, using a seat cushion for a mattress, and at that I was more fortunate than the men who were too crowded. I saw some troops come in on cattle cars, and the devils joking about it, too.

"We were dumped out one morning and put in a field to rest. At 10 in the morning we started for our billets, which were located some 18 miles from the station. The hills were the longest ever created, and every man carried equipment weighing 60 pounds, with the day as hot as blazes. Not having been able to take their shoes off for three days, the men's feet were not in the best condition, so they suffered a great deal, but they were game to the core and not a single man in my platoon fell out.

Praises Soldiers.

"I was carrying an extra pack when the march ended. I cannot say too much in praise of the men. They have the stuff which will make the Kaiser rue the day he forced us into this war.

"To continue, we got here about 6 in the evening and it was about 7 o'clock when the last man got into his billet. When I got to mine I found a fairly nice-looking place, with the best bed in the world. The French use leather beds about three feet thick. I turned in and my right leg never knew when the left one had gone to bed. The following night I did not rest well, and after the following one I was covered with red welts. I thought something was the matter with me, but I was mistaken, for the fault was with the bed, so I swore off French beds and found my cot, with much more restful results. The men are billeted in unoccupied houses, hay lofts, barns, etc., which are not so bad when you think of the trenches.

"Our village lies on the side of a hill, the country is rolling and you have a view for miles around of the beautiful fields and vineyards all intensely cultivated. The French are wonderful farmers—they make ours look like amateurs—but the inhabitants have very poor living accommodations, living in barns and other buildings which are a combination of chicken houses, cow sheds, sheep folds, rabbits' warrens, stables and pig pens, and the living quarters of all the animals are on terms of intimacy with the people.

Adverse to Baths.

"I wonder when they bathe, for they have no conveniences whatever, and when we confiscated a spring house for bathing purposes they all thought we would catch our death of cold. I have a foot tub (which is nothing else) and scrub six inches at a time.

"The day after our arrival the heavens began to weep, and did it copiously for the next ten days, until we began to wonder whether the sun had taken a vacation. The rain, together with the lack of fires, made us very miserable so that for the first time in years I was homesick. When the sun did start everything began to smile, so we were all right once more.

"Our drill grounds are located a mile from the village, on top of a high hill. When we first went up it was a day's work in itself, but it gets shorter every day. We rise at 5:15 and go to it all day long. Uncle Sam started in to do a good job and is overlooking no bet to see that his soldiers are well trained before he puts them into the line. You need not worry; they will give a good account of themselves, if only because Bill is responsible for their being over here.

"We had a regimental review last Saturday, and I was amazed at the improvement of the men. One would never recognize them for the same soldiers who left Camp Green six weeks ago. Without doubt I have the best platoon in the regiment, and after they have been under fire once I will put them up against the best of the Huns. They never complain and they have little cause. It is almost past belief that our government should have accomplished so much over here. The average civilian has no conception of the vast needs of the army, and their complex nature. All we want you people at home to do is to give Wilson a free hand and tell him to go ahead. Do that and you need never worry about the result of the war.

"I am located less than 100 miles from Paris, yet so strict are the rules with reference to training that I have never been to see my folks there, and if they came to see me I wouldn't find time to be with them a single minute except on Sunday, which is the only day we have any leisure whatever.

"Let me hear from you. Letters from home are more precious than anything else in the world. Money is no good; it is in the way, and I have no way of getting rid of it. Send me a paper now and then and everybody write."

Intensive Cultivation

By H. W. Brown.

Cultivation calls to our minds farming. THIS IS EXACTLY WHAT WE MEAN. The old-fashioned farmer thought that the more acres he planted, the bigger crop he would get, never taking into consideration that the abundance of the crop depended more on cultivation than anything else. This same farmer also was of the opinion that time was wasted and that he would greatly damage his crop if he cultivated the land during extremely dry weather. Therefore, when the land became dry, Mr. Farmer quit work and lay in the shade and grumbled because his prospect

for a crop became poorer and poorer each day.

The application of modern science has exploded this theory on the part of the old farmer, and the successful man of the farm now cultivates his crop extensively and thoroughly, regardless of the dry condition of the soil.

How well and profitably this method of work can be adapted to the salesman, and particularly to the specialty salesman. If a salesman allows himself to believe that his territory does not need working because he considered it too dry, he is exercising the same poor judgment as the old-fashioned farmer, and he is allowing his prospects to wither away from lack of interest. He will allow the work of previous months to be lost because of lack of continuous application and the territory shortly becomes filled with weeds of competition which requires an enormous amount of labor and time to eliminate.

There is no letting up season for a specialty salesman. The more unfavorable the conditions may appear, the greater the necessity for intensive cultivation. The harder the task appears, the greater the need for optimism. The man who loses hope loses all, and HOW can we HOPE for success, if we don't constantly work for it? We expect each man to cultivate his territory extensively and thoroughly. We expect to make our quota every month and we expect each man to make his. Not only does your present income stop when you lay in the shade—when you quit work—but your future income also is impaired.

E. B. French Says:

"These war times demand extraordinary activity and accomplishment. 'Uncle Sam' says work or fight. It is up to us, in-

dividually, to apply ourselves more now than ever before. Our business is to sell Bowser equipment to the best of our ability."

A Line from Memphis

Do you remember the difficulty that was experienced all over the United States last winter on account of the coal shortage? While it was true this shortage was largely due to traffic conditions, yet the result was the same—many people were without coal in their homes, many factories and schools were obliged to close for the want of coal. It might be that this coming winter will not be as severe, we never can tell. It is advisable though that we prepare during the summer heat for what may be expected next winter.

Many factories and institutions, as well as homes that I know of personally have already made arrangements to use kerosene for heating fuel whether there is a shortage of coal or not. We cannot expect traffic conditions for Home Needs to be *improved* this coming winter. We will have a *million more men in France* next winter than we had last. This means that *more traffic must cross the continent* to the ports than did last winter. There will therefore be greater demand on all railroads and common carriers. We will have to look out for ourselves.

We have had many letters of praise and appreciation from the salesmen on the Figure 245 Curb Lubricating Outfit. These two new outfits—Figures 243 and 245—ought to increase your business—the proper storage of lubricating oil is becoming more and more important each day and there are many opportunities in each man's territory for the sale of all of our lubricating outfits and our kerosene outfits. Don't believe you haven't a chance if you don't sell a gasoline outfit every day—get your quota from

these lines. One salesman wrote me this week that he would make his quota for July all right, but he would have to make it from the sale of lubricating and kerosene outfits. Each salesman can do the same. Remember that these outfits count faster for Pacemaker points than any others. We expect you to make a specialty of these lines throughout the balance of the year, and particularly the rest of July and August.

E. S. Stetzel has the honor of selling the first Figure 245 in the Memphis organization. *Who will win the distinction of being the man to sell the first Figure 243?* The Six High Men last week (ending July 19) were:

1. J. H. SMITH
2. W. W. SCRUGGS
3. J. G. PINKSTON
4. E. G. GRANTHAM
5. E. S. STETZEL
6. C. J. CANNON

H. W. BROWN,
District Manager.

"Need You Tell Me That?"

I want to tell the story of an actual occurrence and also make it in the form of a preachment.

The text is: "Need you tell me that," spoken by a man who is the president of several of our largest and most vital wartime industries, to the assistant general manager of one of these corporations.

The lesson is: A salesman must live up to and not endanger the reputation of the company he works for.

I had convinced this general manager that he should build an oil house and put in modern methods of storing and distributing oils. He finally told me to go ahead and lay out the oil house and its equipment and submit a proposal.

This I did and just before the

WHICH IS CHEAPER?

A big fire and water loss, suspension of business, loss of profits during suspension, and injury to good will—or, the purchase of a Bowser System that will save oil, time and labor as well as prevent the above losses.

WASTE

"Extravagance costs blood, the blood of heroes," says Lloyd George.

War savers are life savers. The sinews of war are gathered largely from thrift. The war cannot be won by stored-up resources, for a nation lives from hand to mouth. We must save out of the present products of labor.

Install a Bowser and save oil, time and labor. Then with the saving buy Thrift Stamps.

time limit in the proposal expired I was sent for and told that the president of the company would be there that morning and it would be necessary to convince him of the need of my equipment in order to get an appropriation for it. I met this president, who all his life has been a builder of industries, and had ten minutes to present my proposition. He asked a few pertinent questions, the first of which was "How much will this save us?" and at the end of the ten minutes said, "I believe it's all right." I packed my portfolio, went to the outer office, and when I was gone he told the manager to go ahead, at which the manager remarked, "I have not asked for prices from other companies than Bowser, but I believe it will be cheapest in the long run to buy of a company of their reputation," to which the president replied, "Need you tell me that?"

Now I want to bring home to every Bowser salesman the lesson that he must live up to and help to maintain the reputation that S. F. Bowser & Co. has and gives to him when he enters their employ. Does the sales-

man who "pulls something" just to get a signature on the dotted line ever stop to think of the inestimable harm he does to his company's reputation and to other salesmen? I have in mind such cases as—the selling of kerosene equipment to handle paint oil—indoor pumps with hose draining attachment to go on city curbs—not going near a customer after his equipment arrives and some little thing goes wrong—promising terms he knows will not be granted—in fact, not doing a clean business but "just getting by"—perhaps.

I secured a signed order last week for a special two-compartment wheel tank, on which the price was left blank because I did not have it. Would this have happened if S. F. Bowser & Co. did not have the reputation they do or if some of these "get by" salesmen had been calling on this company in the past to injure Bowser's reputation? "Get By" business costs the company and the salesman more than its worth in the long run, in cancellations, poor collections, and future orders lost to all salesmen in years to come.

By CARVER WOOD.



This is our display at the Binghamton (N. Y.) Sealers of Weights and Measures Convention. The two gentlemen standing giving the demonstration from left to right are Mr. E. J. Fay and C. M. Carpenter. Mr. Fay was formerly connected with our Albany Office and gained sufficient information regarding our equipment not only to sell them but to demonstrate them to the satisfaction of the Sealers of Weights and Measures. Mr. C. M. Carpenter, the gentleman pointing to the dial, is our demonstrator of national reputation, who was in charge of the exhibit and who, from all reports, did himself and our Company justice at this Convention.



C. E. Joyce
Member Pacemaker Club,
Dallas District, 1918

Mr. Joyce's order Number 290, dated June 24th, elected him to the Pacemaker Club. He only came with us last year, but lost no time in qualifying for the Club, this making his second election.

We are very glad to have you with us, Mr. Joyce, and congratulate you on your success.

We can not refrain from mentioning at this time the splendid order J. J. Connelly recently received from one of the large industrial plants in his territory. The order amounted to a little over \$26,000. When this order is shipped and installed, we plan on giving full details of it in the columns of the Boomer. It will be interesting reading.

For five years, when making calls in ———, and in the year I have had ——— County, ———, I have been looking at the big smoke stacks of the above concern, along with others, from my room at Hotel ———, ———, ———. Some time ago I visited this plant twice, two different times; each time I was turned down when business was stated (this by office help), they stating the mill only runs three months of the year, they would not invest in anything in the way of oil storage.

I took it for granted they knew and dropped them entirely, until you came out and asked me for report. Wanting this report final, I decided to get to the head of the concern. Took a day off for that very thing; went to the office; was told boss was very busy, to come again later. I said I would wait and sat down in entrance and began reading paper. After about two and one-half hours my man came out and said, "Well, what is it?"

"I am with the S. F. Bowser & Company, Manufacturers of Oil Storage Equipment, Fort Wayne, Indiana," etc., "and would like the privilege to visit your plant, making suggestions as to your needs in our oil saving equipment." He stood a minute, then he says, "Yes, I have heard of your company, but this is the first time I have had a call from them." (Another pause.) He begins again, saying, "You come early tomorrow morning and I will give you a pass to the Factory Superintendent's office and you may measure up our oil room and survey our plant and see what is needed."

Was I there early the next morning! Leave it to a Bowser salesman. The outcome of my efforts was an order amounting to six hundred eighty-seven dollars and 40-100—seven sixty-fours fully equipped in two batteries, three in one, four in the other, and one 7Ft filter.

I wonder if others have similar factories or mills in their territory whose managers are waiting with open arms to receive a call from S. F. Bowser & Company.

I will say this: I am not going to stop with two calls hereafter—I am going to push in the door.

GEO. W. ALLEN.

Mr. Henry Luhmann, who was recently connected with the Tri-State District, is now on the road working the factory line between Chicago and Milwaukee. The first day he was out he sold a Lubricating Wheel Tank and last week he brought in a Dry Cleaning order for \$814.00.

Henry is now exercising the splendid experience he has accumulated from his work in the various departments in the Home Office, as well as in Chicago. Here's wishing you continued success, Henry!

Max Heintze is very active these days. Last week he brought in a dry cleaning order amounting to \$1,600.00. Max is one of our old stand-bys and is a very consistent producer.



J. M. Prigg Member Pacemaker Club, Pittsburgh District, 1918

It is a pleasure, indeed, to again record J. M. Prigg as one of our winning salesmen. He entered the Club July 12th, with 507 points to his credit. Mr. Prigg has been in the organization for some time and has always distinguished himself by a nice bunch of clean, paying, sticking, staying business.

We welcome you back again, J. M.

In mentioning F. C. Rice's election to the Club we are sorry that we can not show a full view of him so that you might see his new summer clothes. He is one of the "Beau Brummels" of the organization.

The Absconder

An Englishman and an Irishman went to the captain of a ship bound for America and asked permission to work their passage over. The captain consented, but asked the Irishman for references and let the Englishman go on without them. This made the Irishman angry, and he planned to get even.

One day when they were washing off the deck the Englishman leaned far over the rail, dropped the bucket, and was just about to haul it up when a huge wave came and pulled him overboard.

The Irishman stopped scrubbing, went over to the rail, and, seeing the Englishman had disappeared, went to the captain and said: "Perhaps yez remimber whin I shipped aboard this vessel ye asked me for references and let the Englishman come on widout thim?"

The captain said: "Yes, I remember."

"Well, ye've been deceived," said the Irishman. "He's gone off wid yer pair!"

Bowser Durability

We are constantly receiving letters from our customers who purchased tanks twenty-five or thirty years ago. These letters are all records of the extraordinary service our equipment gives.

Bowser Tank Company,
Fort Wayne, Ind.
Gentlemen:

We have in use one of your self-measuring tanks with wood jacket with No. 86973 on end of tank. Have used it for about twenty odd years. This tank was sold to Marion Collard of Norris City, Ill., and has been in constant use ever since, and measures accurately. Now would like to know is the capacity 110 gallon?

V. ROBB,

Norris City, Ill.

P. S. We are using this tank every day, and it works fine.

A satisfied owner is the most valuable advertising medium of any product. To retain this good will indefinitely, "Service" is absolutely necessary.

Service does not mean the maintenance of a customer's equipment without cost and everything free after the sale. Nor does the public generally expect that any longer. But service does signify a continuing interest in the owner after he has bought the equipment, prompt attention to his needs and real helpfulness in case of trouble. It includes an honest guarantee against a defective product and the speedy adjustment of all claims on their merit.

Service of this kind in thousands of places at smaller or greater distances from the factory is beyond the capacity of any general service manager. Accordingly, a widespread organization has been created for the sale of and the service on Bowser Systems. Territories are allotted for attention and the factory watches that its policy is being followed by each of them.

Pumps given constant usage are subject to wear and tear, and the chances for abuse are numerous. In the majority of cases trouble is the result of carelessness and lack of attention. The operator does not always bestow that care and attention upon his equipment and especially to oiling which is of vital importance to smooth and satisfactory performance.

The following is another sample of Bowser satisfaction:

S. F. Bowser & Co.,
Fort Wayne, Ind.

Dear sirs:

About twenty-five years ago I bought a 60-gallon kerosene oil tank from you. I got a pump with it to pump oil from the barrel into the tank. Will you please send me by express c. o. d. to _____ a new valve for the pump or a new pump?

Yours truly,

W. R. MANEY.

You will note his pump and tank are still giving good service. All he asks for is a valve for his transfer pump that he got with his outfit. By the way—do you also sell a T. F. Pump or Siphon to your customers that have barrel deliveries?

Half of the Oil Purchased Is Wasted

In our demonstrations to the factory managers some of us often make claims in regard to the loss the factory sustains through the improper handling of lubricating oil. Just note the article below reproduced from the Texas company's magazine:

LUBRICATION

Published by The Texas Co.
17 Battery Pl., New York City
Copyright, 1918, by
The Texas Company

Vol. V. March, 1918 No. 5

We believe that we are conservative in saying that in normal times **fifty per cent. of the lubricating oil purchased is wasted.** With the rapid expansion of manufacturing plants and the great urgency for largely increased production wastes of lubricating oil are undoubtedly even greater than in normal times.

This is a frank statement by the oil company for the purpose of aiding the Government in conservation. They well know. Their experience in the business and their contact with oil consumers everywhere have proven this fact to them.

A statement of this sort from the oil salesman could not be exaggerated, because his interest would be to sell the consumer as much oil as possible, not caring what became of it. It is reasonable therefore that this is conservative and it should persuade every factory manager to investigate his oil department.

Mr. Kingsley tells us that a large steel company in the Calumet district, near Chicago, who now are handling oil the old-fashioned way, but will soon be equipped with "Bowsters," received a shipment sixty days ago of 25 barrels of turbine oil. This arrived in wooden barrels. Oil companies are not allowed to make all shipments in steel drums at this time. Within thirty days there was a loss of 4 barrels of oil on account of leakage alone. This information

was given to us by the engineer and is indisputable. This is a larger loss than the average, *but small leaks count, too.* If you were ever in a "sugar bush" you have noticed that sap from the maple tree flows drip by drip and yet it takes only a short time to fill a 13-quart bucket.

Now, boys, we have talked at different times about working the factory business—we have worked it this year more than ever—but we are not putting the proper effort into this line to secure the results that are possible, especially now when factories are working full blast.

Will you kindly go after this with **both feet** and help your country and your company and yourself.



The Gas Detail

There came to me in the mail today, A photo of seven young men, and say Without any camouflage, here's a bunch, I feel it's an honor to meet the bunch, For tho' they may smell of gasoline, I'll bet they're as fine as ever were seen. From various states I see they come To do their bit 'gainst Bosche and Hun. And if they go to Old France a while I hope they'll come back and still wear a smile. The first and last are Rockwell's I see And both of them surely look good to me. There's Hopkins, I see, who thinks it no sin To wear on his face a very broad grin. Then Sergeant Mayfield, ain't that a fine name? Like all Nebraskans I'll bet he is game. Edsan of So. Carolina sits prim, I'm thinking the girls will be after him. Waldschlager came from Missouri, you know, If you think you can beat him, you'll have to show From Massachusetts, John Cullen's the boy Whose face clearly shows he's brimful of joy. Their job is now pumping gasoline, But they're part of the great U. S. war machine Which now is fighting and never will cease Until they have won for us whole world peace.



"Captain" Babbitt

This patriotic "pistol puller" in times of peace is New York's expert Engineering Salesman. In these days he is giving his spare time to help perfect the East Orange rifles. The organization is known as the "Spy Hounds" in the New York office. Be that as it may, woe unto the unscrupulous individual who may make a disparaging remark about Old Glory within Captain Babbitt's hearing.

When not in uniform, and following his usual advocacy, Mr. Babbitt has a large badge which he wears on his suspender, which gives him authority at all times to take any action necessary to protect his country.

Stop But-ing

The other day Sergeant Flentje was court-martialed and sentenced to thirty years at hard labor for disloyal utterances and saying unkind things about President Wilson.

Now Congress should devise a fitting punishment for anyone heard to use a "but" until after the war is over. President Wilson is a wonderful man, but---Secretary Daniels seems to be doing things, but---Secretary Baker's program is fine but---

It can be demonstrated that a violin string struck continuously and often enough will shatter a glass, so in like manner you can shatter a reputation with your "buts." Get into the game and carry on---carry on so fast you will have only time to do your own part to the top of your best ability.

side walls are four miles in length. Construction will require 107,299 barrels of cement, 38,100 tons of sand, 81,507 tons of gravel and 4,507 tons of steel.

The building is divided into two units for war and navy by an aisle 100 feet wide, and each unit resembles a huge comb with wings projecting to the rear as teeth. The navy has a "head house" 860 feet long and 60 feet wide with nine wings, each 600 feet long by 60 feet wide; while the war "head house" is 784 feet by 60 feet with eight wings of the same dimensions as the navy wings.

A regiment of 2,700 men are engaged on the job and of these 1,200 are housed and fed on the work. Barracks have been built for them and the commissary is operated by the government without profit, the men getting their rations at cost.



E. L. Milliron

**Member Pacemaker Club,
Pittsburgh District, 1918**

This introduces you to one of our old charter members of the Pacemaker Club. Mr. Milliron has belonged to this organization since the Club was first created and was Director of his District in 1913. He has a reputation for consistent sales work and has often been a prize winner in both general and district sales contests.

Continued good luck to you,
E. L.

One of World's Greatest Buildings Will House U. S. Workers in Washington

What when completed will be the largest office building of the kind in the world is being erected by the government in Washington. It is to house Navy and War department divisions and is to be completed by October 1st. The new building is of "temporary" construction though of reinforced concrete and will cost \$5,750,000. It is to house 15,000 officials and employees and is a model of light and sanitation. Three stories in height, it has a floor space of 42 acres, larger than the average farm. It has eight acres of window glass, enough to roof from six to twelve of the average truck farms which cluster the edges of the California cities. Its out-



T. L. Smith

**Member Pacemaker Club,
Dallas District, 1918**

It was, indeed, worth while for Mr. Smith to register in the Club this year as it is his fourth consecutive membership. Quite an unusual coincidence, Mr. Smith, that you should have been elected on July 11 with 504 points, since your election last year was on July 11, and the number of points the same, 504.

C. A. Greene, who covers Wisconsin territory under the Chicago office, is getting his bearings for a sprint to the Club. Mr. Greene married Bertha Steuer, who formerly worked in the Chicago office. She can possibly post him on anything about our line he might forget. He is sure to make good.

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SEPT. 1, 1918

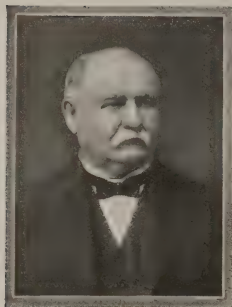
BOWSER BOOMER

ESTABLISHED 1885



HOME OFFICE
S.F. BOWSER & CO., INC.
OIL TANKS, PUMPS & STORAGE SYSTEMS
FORT WAYNE, INDIANA, U. S. A.

The New Office Building



MR. S. F. BOWSER, President

Sometimes miracles unfold so gradually that to the unobserving they lose the element of the spectacular to which we have become accustomed in this day of marvelous commercial achievements. We stand speechless when we are told about the development of Hog Island, which less than a year ago was a hopeless swamp, but which today embraces by far the largest single shipbuilding yard in the entire world. It is not less marvelous, however, but only less spectacular that today there stands where thirty-odd years ago there was a humble cowbarn (the birthplace of Bowser Pumps and Tanks) one of the finest and perhaps best-equipped office buildings in this country.

The visitor has heard something about the growth and accomplishment of S. F. Bowser & Co., Inc., and is naturally curious to inspect this wonderful structure which houses the people who carry on the business at the Home Office of this Company.

Surrounded by ample space devoted to lawn, flowers, parks and court-ways, the building is located on Creighton avenue, midway between Bowser and Holton avenues. In deliberate effort to avoid a crowded appear-

ance, ten feet of the Company's property along the street was donated to the city for the purpose of widening Creighton avenue, permitting the parking of automobiles in front of the building. As the building is approached, the visitor gains the impression from the plain exterior of buff brick walls and Bedford stone foundation that here is a building of not unusual design but of simple and plain elegance. It is six stories in height and is of steel and brick construction, being strictly fireproof throughout.

The entrance, in the middle of the building, massive and well proportioned, is covered by a marquise of special design and attractiveness, supported from the wall by heavy chains, specially forged.

The main lobby is entered through a marbled and tiled vestibule and at once it is appreciated that the elegance of the exterior is not the only revelation which is in store for the visitor. Rich mahogany paneling encircles the lobby; and the walls, plainly but exquisitely decorated, are shown to their best advantage in the soft, deflected rays of invisible electric lights. Period furniture, quaint, graceful and comfortable, gives evidence of the care and completeness with which all details were planned and executed. Opposite the entrance a marble stairway in broad expanse rises with easy tread. On both sides of the lobby are workrooms where are located the Purchasing, Traffic, Office Manager's, Cost and Inventory Departments. The first impression in these rooms is that each worker is given liberal space and that there is no crowding or confusion. This impression is not lost at any point throughout the building. On this floor also is a

modern Mailing Department equipped with automatic letter-opening and postage-affixing machines and a complete Abernathy Distributing System for incoming and outgoing mail.

For greater ease in inspecting the building, the visitor is carried to the sixth floor by a spacious Otis Passenger Elevator (of which there are two), and the balance of this interesting excursion is conducted from the top floor down. On this floor is located the Assembly Hall, measuring 150 feet in length by 50 feet in breadth, with two interconnected rooms on one side for use by caterer. Fifteen hundred persons may be seated comfortably in the hall with an unobstructed view of the platform, as there is not a post throughout the length and breadth of the room. Here also is the girls' lounge with its easy furniture, magazines and piano.

An impression is here gained of the foresight of the builders: Electric connections are installed under the floor of this hall so that if the future demands the use of this floor for general office purposes, telephone and power lines are conveniently available as in the balance of the building.

On the fifth floor are the Executive Offices. In the four corners of this floor are the magnificent offices of President S. F. Bowser, Vice-President Allen A. Bowser, General Manager S. B. Bechtel and Assistant General Manager and Treasurer W. G. Zahrt, each with connecting offices for their respective assistants. These four offices are finished and furnished in exquisite mahogany. All other executive offices are finished and furnished in a special grey—unique, pleasing and serviceable. On this floor also are spacious quarters for ex-

ecutive clerks and two conference rooms where committees meet around the table under conditions which conduce to the best interests of the business. The furnishings in the office of President S. F. Bowser merit special mention. The artist has harmonized mural decorations, draperies, rug and furniture and the blending of colors is a revelation and a delight.

The broad sweep of floor space on the fourth floor is broken by but four private offices, which are finished in fumed oak and which are occupied by Sales Managers. The balance of the floor is occupied by the Eastern Sales, Central Sales, Fort Wayne Sales, Export, Service and Publication Departments and the General File and Index.

The third floor is simply an unusually large workroom—150 by 50 feet—free from obstructions, and is occupied by the Order, Statistical, Engineering, Government and Railroad Sales Departments. Here too is connected the Rest Room for ladies, where comfortable cots are provided and where First Aid is administered. On this floor also is located the Automatic Telephone switchboard, as well as the long distance telephone switchboard, and private telegraph sending and receiving station.

The second floor, which, like the third, is a large open room free from obstructions, is occupied by the Accounting, Collection and Treasurer's Departments, including Cashier and Payroll Divisions.

In the basement are Fan and Pump Rooms and concourse with storage racks for bicycles. The concourse is reached by a double ramp leading from the ground level at the rear.

In his hurried inspection the visitor has been confronted time and again with special and extraordinary equipment which has aroused his wonderment to the

point of a more detailed investigation. Some of these features may be mentioned briefly.

Lighting: Many large closely spaced windows give an abundance of daylight in all rooms. Artificial lighting is by electricity. The indirect system (deflected light) is used exclusively throughout the building and so well was it planned that all shadows are practically eliminated. There is no "desk lamp" in the entire office. Not only are the results completely satisfactory, but also the beauty of the system is a subject of universally favorable comment.

Ventilation: Extraordinary thought and study have been applied to the ventilating plant. Two fans 140 and 120 inches in diameter (with an extra fan in reserve for use on special occasions) are installed, capable of drawing into the building and forcing through the ducts over 70,000 cubic feet of fresh air per minute. Other fans are installed which expel the impure air from the building. A complete change of air is effected through the building every fifteen minutes.

And every cubic foot of air is washed. The fans draw the air through myriad sprays of fresh water with purifying effect. This process naturally cools the air in summer with the result that the temperature inside the building is, on warm days, approximately 15 degrees lower than outside temperature. On account of the efficiency of this ventilating and cooling system there is nowhere in the building an electric fan.

Telephones: Throughout the building automatic telephones are in use. By means of a dial on each telephone the user is directly connected to the telephone of the individual with whom business is to be transacted. These automatic connections are made through a marvelous automatic switchboard on the third floor. Prompt and efficient service is

the result without involving the manual labor of switchboard operators.

Office Furniture: In the main all desks, tables and files throughout the building are steel, being finished in dark green enamel with brass trimmings. The desks vary in style according to the nature of the work transacted by the individual.

Electric Floor Connections: Under each floor are laid thousands of feet of conduit, with outlets every five feet. Wherever a desk may be located in all time to come, it is certain that electric connections will be available—connections for telephones, call wires, and power for electric-driven office equipment. Nearly three thousand outlets are thus provided in the building.

Electrically Controlled Clocks: The building is equipped with an electric clock system. A clock in each department is controlled by the master clock on the main floor which is regulated by Government time. The master clock is set with a gong system which automatically signals special periods of the day.

Inter-Floor Mail Chute: An automatic mail carrier system serves all floors. This system permits the attendant on any floor by pressing a button to call the elevator to that floor. When the mail has been placed in the proper division on the elevator, the attendant may again, by pressing the button, send the elevator automatically to any floor desired. The rapid delivery of inter-departmental mail results, without the sending of messengers from one floor to another.

Lavatories: Each floor has a thoroughly modern lavatory finished in beautiful marble and tile floors. The fixtures are the latest in design and of the very best quality.

Drinking Water: From a deep, driven well, pure cold

drinking water is forced to all floors, where it bubbles from sanitary white enameled pedestal fountains.

It is but a natural question for the visitor to ask while in the midst of these simple, yet beautiful, modern surroundings: Whose directing hand and mind are responsible for all of these achievements? It is likewise natural for the visitor to conclude in partial answer to his own question that there are incorporated in the building many of the ideas of Mr. S. F. Bowser and the Management in general. But if the visitor by chance should put his question to Mr. Bowser, he would answer something to this effect: "Oh, the larger part of the credit attached to this building belongs to our Vice-President, Mr. Allen A. Bowser, who is the inventor and architectural genius of this concern."

But in Mr. Bowser's heart there exists a still deeper, broader and more far-reaching appreciation of the help and sustaining power beyond the hand of man, for the visitor upon departing from the building pauses to read what had at first escaped his attention — a plaque above the door on which in letters of everlasting bronze there is inscribed the following sentiment:

I ACKNOWLEDGE GOD'S GREAT HELP IN ALL THINGS OF WHICH THIS SPLENDID OFFICE IS ONE — ONE WHICH ALL OUR OFFICE EMPLOYEES CAN ENJOY. GOD HELP US TO BE GRATEFUL.

S. F. BOWSER.
NOVEMBER, 1917.

It is fitting that such an expression of appreciation have a conspicuous place in this notable structure, for the thought here

expressed has throughout life predominated every act and deed of him whose name is thereto subscribed.



Director E. R. Bird Pacemaker Club. San Francisco District 1918

Here is Mr. E. R. Bird figuring as a director again. Last year Mr. Bird won this same honor for himself. Prior to that time in 1912, 1915 and 1916, he held the office of Pacemaker.

Mr. Bird has been with the company ten years. In all that time he was a consistent producer, one of our closest students. He made it a point to study Bowser sales methods and Bowser equipment. As a consequence he is today one of our finest producers.

We congratulate you, Mr. Bird, upon the success you have made selling our line.

W. A. Reese has been appointed a First Lieutenant in the Locomotive Engineering Corps for service in France. Mr. Reese is still in the employ of this company, awaiting his call for service.

Dallas 100% Quota Men

Salesmen	Repeat
1. Buckeridge	2
2. Clark	19
3. Williams, Jeff	1
4. Greer	11
5. Bates	20
6. Weems	18
7. Hornsby	11
8. McKissick	20
9. Tunstall	20
10. Brown, L. L.	21
11. Williams, R. T.	17
12. Clement	18

Selling Large Tanks

Ask your customer to put in sufficient storage to enable him to buy his gasoline in THE ORIGINAL PACKAGE.

A tank wagon or truck holds 400 to 500 gallons. A 550 or a 1,000-gallon tank will enable the filling station owner to buy a full tank load (the original package) at one time.

Don't fail to use the term "original package." It will catch his fancy at once. It is the original package because the tank wagon is filled and gauged by the responsible party at the yard and it goes in unbroken bulk to the filling station tank, where it is emptied through a pipe. The buyer gets it all. Instead of checking the contents of 100 5-gallon buckets, he has only to assure himself that the tank wagon is full as he knows that a reputable oil company would not bill him other than the amount they put into the tank. Thus he is assured of accurate measure. Also, if there is any expansion of the gasoline due to the advancing heat of the day, the purchaser gets it.

Where there is a long haul the oil companies in some sections allow 1c rebate for a delivery in unbroken bulk.

Show these advantages to your customer and

SELL LARGE TANKS.

L. E. PORTER,
St. Louis District Manager.



E. S. Stetzel

**Member Pacemaker Club,
Memphis District, 1918**

Take a look at him, men. Mr. Stetzel is a new Memphis salesman this year and this is his first Pacemakership. His photograph was delayed, so it was impossible for us to run his picture last month along with his Pacemaker announcement. He's here now, though. Better late than never, you know.

Mr. Stetzel became a Pacemaker May 22, 1918. Isn't that a splendid record for a new man?

Denver Daring Doers

Aug. 12, 1918

YEARLY VOLUME

1. R. CODDINGTON
2. W. V. CRANDALL
3. R. W. JEWEL
4. J. H. WILSON
5. F. H. KILVER
6. C. I. BENFORD
7. H. U. EARLE
8. R. E. ERWIN
9. J. L. COCHRAN
10. O. M. POLAND
11. B. PRATTE
12. L. L. JOHNSON

MONTHLY QUOTA PERCENTAGE

- O. M. POLAND
B. PRATTE
W. V. CRANDALL
F. H. KILVER
J. H. WILSON
R. CODDINGTON
L. L. JOHNSON
C. I. BENFORD
H. U. EARLE
J. L. COCHRAN
R. E. ERWIN
E. E. ERWIN

Charles Law has been doing some very nice work in the Pittsburgh District recently. Orders are the things that count, you know, and Charlie has been sending in quite frequently.

Toronto High Five

Aug. 3, 1918

1. C. B. BREMNER
2. S. G. ADAMS
3. J. M. ROY
4. C. H. KING
5. E. B. WIGLE



O. P. Harrison in Uniform

This is the way our O. P. Harrison looks in military regalia. He was one of our Pacemakers last year. This year finds him a U. S. soldier learning literally how to be a Pacemaker. Hep! Hep! How does it go, O. P.? Real Pacemaking, we mean.

W. J. Runyan, superintendent of salesmen in the east, has been doing some very nice work according to his reports. W. J. always was a good Bowser booster and we are not surprised to hear he is still right on the job.

Ross Leonard, W. J. Bates and W. S. Camden are marching along toward fame and fortune this month. These three boys are consistent producers. It is a pleasure to study their records and prophesy what their accomplishments will be in the near future.



S. F. Taylor

**Member Pacemaker Club,
Albany District 1918**

Mr. Taylor has been with us for nine years. Evidently he knows a good company when he finds it. Just wait till we tell you what he has accomplished. Our book of records shows that Mr. Taylor was a Pacemaker in 1912, 1915, 1916, 1917, and now we announce his election to the 1918 Club. July 27th was the date.

You have made many friends, Mr. Taylor, in your years with our company and we all extend you our congratulations.

An Unwelcome Vacation

There are lots of people who would welcome a three week's lay-off—not the particular sort La-Vergne Blue has to take—but some sort of a respite from work. Mr. Blue is the sort of man, however, who objects to any variety of a vacation. He is an exceptionally energetic salesman. His ambition for last month was to complete his Pacemaker Membership, when Fate in the guise of a Ford crank back-kicked and broke his arm at the wrist.

Mr. Blue has our sympathy and earnest wish for a quick recovery. We know that he will make the Club just as soon as he is able to return to his territory.

F. H. Lowe is expecting to be called for service before the end of the year. For this reason he has been making a tremendous effort to make the Club. Real spirit, old man! You are to be congratulated. Best wishes for that membership. We know you'll make Pittsburgh proud of you at home and "over there" when the call comes.



J. M. Roy

**Member Pacemaker Club,
Toronto District 1918**

Our Toronto salesmen are right up on their toes after business. Here we present Mr. J. M. Roy, a Pacemaker from Toronto. Mr. Roy joined the ranks the 31st of August this year. This is the third consecutive year he has made the Club.

We are proud of your good work, Mr. Roy.

Psychology of Getting Business

Psychology pertains to brain. A salesman has both a brain and a mind. The mind controls the brain. If you allow your brain to become filled with the cobwebs of pessimism that are floating on almost every breeze that blows these days, you are not going to sell goods.

But if you exercise your mind (in other words, your thinking capacity), and use, in a logical manner, the facts which you have in your brain, you can arrive at only one conclusion, and that is that **THE GENERAL CONDITIONS PREVAILING THROUGHOUT THE UNITED STATES TODAY ARE RIGHT FOR A BIG BUSINESS.**

We hear rumors about a tax on gasoline—about curtailment in the production of gasoline—about the elimination of pleasure cars, and about almost every other subject that German propaganda or weak-kneed business men who are not strong enough to stand

the gaff in war times can invent as a reason why business should not be good. *There is no such reason.* If we place the facts before the rumors and build our hopes on the facts, *we are assured of a big business.*

Regarding the curtailment in the manufacture of motor cars, this does not mean that fewer cars will be run this year than last year, as the 25% production which is allowed will greatly increase the number of cars in use and you can bet there will be no discarding of old-style cars as there is already a shortage of automobiles to supply the demand on the market. *This guarantees great prosperity in the automobile repair business, and in fact it is already in evidence.*

Fuel oil is needed in greater quantities now than under normal conditions and to produce it economically gasoline and kerosene figure the *gasoline and kerosene produced must be distributed and sold in order that it may carry its share of the refining cost.* As I see it, and as you must see it, if you take all facts into consideration, there will be no lack of a market for gasoline or kerosene or lubricating oil, and when there is no lack of a market for oil **THERE MUST BE A MARKET FOR OIL HANDLING EQUIPMENT.** We are, therefore, assured of a big business *if we are bigger than the pessimists* and if we use our minds to keep our brains clear and draw from our brains the things which we must use to convince weak business men, who are afraid to act during the war, that business conditions will continue good.

**KEEP THE COBWEBS OF
PESSIMISM OUT OF YOUR
BRAIN.**

L. E. PORTER,
St. Louis District Manager.



C. Groves

**Member Pacemaker Club,
Memphis District 1918**

Here's a salesman from the south. Yes, more than a salesman—a Pacemaker is Mr. C. Groves, of Memphis. This is the second time we have had the pleasure of listing Mr. Groves among the winners as he was a Pacemaker last year, also.

Accept our felicitations, Mr. Groves!

Chicago "High Six"

Aug. 20, 1918

1. H. W. LUHMANN
2. B. F. MARTIN
3. A. Z. CARON
4. A. J. BEVERLIN
5. F. E. BRAGG
6. MAX HEINTZE

"SUPER-SIX"

Year to Date

1. J. J. CONNELLY
2. B. A. DEFFLER
3. F. E. BRAGG
4. M. C. BENHAM
5. C. J. ROGERS
6. F. C. RICE

LUBRICATING LEADERS

Year to Date

1. JAMES WARD
2. F. E. BRAGG
3. M. C. BENHAM
4. J. R. O'MALLEY
5. J. P. CHANNON
6. C. J. ROGERS

He Knew

"You're looking miserable, Subbubs. Why don't you ask a doctor what ails you?"

"I know what ails me—quick consumption."

"You don't mean it?"

"I do. I have to bolt my breakfast in two gulps to catch the train and my lunch in two more to get back to the office."—Boston Transcript.

"No money in Petrol," "THEY" heard him say,

"Only a gallon or two a day."

"THEY" put in a Bowser across the

way.

"THEY" do a rush trade, night and

day.

ARE YOU up-to-date, like up-to-date

"THEY?"

—Mortimer D. Richards.



They will very quickly find out the inconvenience of not having gasoline and oil in their own garages, and will be in position to appreciate your proposition.

Make a special campaign on the Private Garage Business in every City, Village and Town in your territory as you come to them. Each salesman can sell between now and the end of the year, fifteen or twenty GOOD Private Garage Equipments in his territory. **Figure for yourself how much business twenty (20) of these orders would represent!** They are yours—if you go after them.

H. W. BROWN,
Memphis District Manager.

W. B. Goolsby Member Pacemaker Club, Dallas District 1918

Another score for Dallas in the form of Mr. W. B. Goolsby's election to the Pacemaker Club! Mr. Goolsby came to this company March 6, 1916, and surely made a good record for himself for he was a Pacemaker that year and every year since then. He entered the Club the 16th of July this year.

Congratulations, Mr. Goolsby!

The Private Garage Line and Its Possibilities

There was a time when the Private Garage Line was an important factor with every salesman. The opportunities for Private Garage business are now better than ever before.

The recent action closing all Service and Filling Stations each evening and on Sundays will revive the interest in Private Garage equipment. I do not mean to imply that every owner of a car who has a garage at his home can be sold a gasoline equipment, but there are many individuals in every town and city who have splendid homes, good Private Garages and who have been accustomed to getting all their oil and gasoline from public filling stations or service stations. They can be interested and will be glad to put in gasoline and lubricating equipment for their individual use. It isn't always convenient to get one's car filled Saturday and these people do the majority of their driving on Sunday.



R. E. Clement Member Pacemaker Club, Dallas District 1918

Every salesman a Pacemaker is the goal set by the Dallas Office, and do you notice the strides they are making in attaining their desire?

Mr. R. E. Clement is a new man but he has done his share in making the Dallas record a perfect one. He became a Pacemaker on July 22nd, 1918. Good work, Mr. Clement!



W. M. Booker Member Pacemaker Club, Philadelphia District 1918

Welcome to the ranks, Mr. Booker. Yours is not one of the largest districts but just the same it brings its returns.

Mr. Booker became a member of the Philadelphia Office five years ago and has been a Pacemaker for the last four years. Isn't that a good record?

Albany's Tenacious Ten

Aug. 17, 1918

1. C. H. EASTMAN
2. F. C. SCHUSTER
3. C. R. EGGLESTON
4. R. A. DUSAULT
5. C. M. CARPENTER
6. F. W. STROUT
7. P. F. BEARSE
8. S. A. COLLINS
9. D. F. HERNON
10. J. A. O'BRIEN

The Peerless Pitts- burghers

Aug. 16, 1918

1. K. F. HESSENMUELLER
2. I. K. JACOBS
3. W. S. CAMDEN
4. C. P. LAW
5. W. F. EICHELBERGER
6. E. L. MILLIRON
7. A. G. HARTGEN
8. R. D. LEONARD
9. J. J. MACK
10. E. STEINHAUSER

What a Salesman Really Is

This definition of a salesman won a prize recently: "One who sells, satisfies both employer and customer, justly serving the interests of both, using initiative and originality constantly to increase sales without misrepresentation or losing customers by selling something not wanted. A good salesman will study to acquire knowledge concerning the goods and their merits. Also, to cultivate a pleasing, magnetic, dependable personality that will inspire and hold confidence."—The Canadian Metal Company.

A man is relieved and gay when he puts his heart into his work and does his best; but what he has said or done otherwise shall give him no peace.—Emerson.

**• BOWSER
BOOMER •**

PUBLISHED MONTHLY BY
S. F. BOWSER & CO., Inc.
Fort Wayne, Indiana

Manufacturers of Oil and Gasoline
Storage Equipment

C. H. DAVIES, Editor

THE BOWSER BOOMER IS THE MAGAZINE
OF THE BOWSER SALESMEN
OF THE WORLD

It is published in their interests and its view-
point reflects their aims, activities and ideals.

Every salesman is entitled to a copy.

News items, photographs, sales arguments
from all are welcome.

Vol. XVII SEPTEMBER 1, 1918 No. 14



Conservation

The country has adopted "conservation" as a watchword. In the beginning it was largely a watchword that the individual felt should be lived up to by the other fellow, but not by himself. But repeated hammering and the drift of events have brought home to the American people the idea that conservation is a necessity and by "typical American methods" we have accomplished that which a few years ago would have been deemed impossible. The organized conservation of food—of natural resources and of all of those fundamentals which are necessary to the maintenance of the people—has progressed along sound lines, but conservation cannot and will not under the circumstances stop at fundamentals. Conservation must be carried on and applied to all of the ramifications into which all products of all kinds enter. Naturally conservation of the petroleum resources of the country touches Bowser Business.

Bowser Systems are of so much importance in this crisis, their value for saving oil, time and labor is so great that we can-

not conceive of any condition which would warrant depriving the industries of this country of a proper supply of Bowser Systems. They are very necessary for perfect protection of petroleum products—gasoline, benzine, naphtha, varnishes, lacquers and paint oils in general. These liquids are used more or less in all essential industries. Our fire-proof outfits in addition to conserving, afford protection from fire. Bowser Systems are, therefore, a protection to the fundamentals of war necessities.

The Power of Sug- gestion

No more powerful agent governs the weal or woe of human destiny than the power of suggestion.

A hundred times a day you are influenced by this or that suggestion received from friends or acquaintances, from the public press, or from pulpit and street corner.

In these days of war are you permitting the constantly reiterated, "These are terrible times" suggestion to depress and devitalize you? If you are, it is apropos to bestir yourself mentally and think for yourself.

For instance, what good can you do harrowing your own feelings, and the emotions of others, by orally brooding on the savage aspects of the war? Isn't it better that you reject the morbidity being given out on all sides—and become helpfully constructive? Isn't it better to build up in your own and in other minds an enduring courage, a belief in the tremendous forces at work in this country to stamp out forever the damnable policies of the Hun?

If the Kaiser could see our crops, our training camps, our great business and manufacturing concerns, if he could count up our contributions in the form of Liberty Bonds, W. S. S. and

Thrift Stamps, Red Cross benefits, K. of C. contributions, Y. M. C. A. subscriptions, if he could see the American heart large with patriotic fervor, he would feel the chill of realized defeat.

So don't accept pessimistic clack. Don't let suggestions of "terrible times" corrode your sanity. Don't be influenced by what the other fellow says. Be your own guide. Think for yourself. Take your part in the daily business of life and sell Bowser goods. This country must conserve oil. Help win the war.

The fellow who wins is the one who can come right back after every blow—the man who can stand the punishment and come up smiling every time—the one who increases his determination as the resistance to his purpose increases and holds on to his invincible faith in himself and the ultimate success of his efforts.

The power of will and even temperament which are exercised under the most trying conditions often measure the differences between success and failure.

When you are fighting the battles of life and business, it is not alone the natural opposition you are struggling with—but SELF, the one individual you must be able to conquer and dictate to at all times.

"Men are made strong in the act of attainment, not after they have attained."

It Has Come to Pass

"When pictures look alive, with movements free;

When ships, like fishes, swim beneath the sea;

When men, outstripping birds, can soar the sky;

Then half the world, deep drenched in blood, shall die."

—Mother Shipton's Prophecy, Written in 1710.

As a man thinks, so he lives—and so is his character.

We may misjudge or misunderstand each other in the ordinary course of events through an impulsive act or a rash remark—but true character is always revealed when the crucial test of loyalty, faith and trust is laid bare.

"Don't brood—plan; don't worry—think; don't put off—act."



F. H. Kilver

**Member Pacemaker Club,
Denver District 1918**

Another "Denver Daring Doer" with a perfect record of prize-winning behind him! Mr. Kilver was a Pacemaker in 1915, 1916, 1917, and now we announce him for 1918. July 20th was the day.

Do it again next year, Mr. Kilver, and everyone will be happy.

The House of Bowser

Co-operation is the foundation upon which rests all the immense industries of our present day.

It is the driving force which builds and sustains the world's greatest monuments of foresight—capital and service.

Modern life is built on co-operation.

Without it man would be forced to spend his time in producing for himself the real necessities of life—food, clothing and shelter.

His meagre existence would be derived wholly from his own labors, and entirely divorced from the commercial and social life of the present day.

The spirit of co-operation has changed this for us.

Co-operation is the key-stone of any well-grounded, sanely-financed, carefully-managed project.

Since the introduction of this new, co-operative element into business, it has greatly helped in building, strengthening, and weaving together the fabric of modern industry.

Men get together, plan together, co-operate one with the other, each as a unit striving for the advancement of the whole. Thus creating a smooth, easy running machine capable of unlimited output at a minimum amount of effort—this is co-operation.

If we study this word and understand it fully we find it contains great truth and wisdom. It is a big

word, and its results are equally big. We co-operate to attain success.

Success is the carefully worked out and earnestly applied spirit of co-operation.



Director J. T. Pride

**Pacemaker Club,
Fort Wayne District**

Here he is, men! Mr. J. T. Pride, Director of the Fort Wayne District. Hats off! He has been with us only since last November, so he deserves your heartiest commendation. When a man can make himself into a director in eight months, he deserves a great deal of praise.

Mr. Pride became Director of the Fort Wayne District July 19th with a total of 507 points.

Fort Wayne High Five

Aug. 10, 1918

1. W. A. ARMSTRONG
2. W. C. SUTTON
3. C. B. SUNDERLAND
4. CARVER WOOD
5. A. R. TWEEDY

Rebuked

First Salesman—"What are you, a pro-German, or a pro-Ally?"

Second Ditto—"Nix on the war talk, kid. I'm a producer."



Carver Wood

**Member Pacemaker Club,
Fort Wayne District, 1918**

Our Fort Wayne District ran their specialty salesman, Carver Wood, under the Pacemaker wire July 25th. Mr. Wood is one of the firm's reliables. He came with the S. F. Bowser Company in 1915. A thorough study of our standard outfits fitted Mr. Wood for his road work. He started his first demonstrations in a territory where this equipment had not as yet taken hold. He sold the line. From that time to the present, he has made a success of the road. Carver Wood knows as much about the building and operation of our outfits as our trained mechanics know. He has sold himself on the intrinsic worth of our equipment. Naturally, he sells the public on its value.

Confidence

Confidence in the future will insure the right mental attitude.

Forget fear and worry. Banish anxiety. Devote all the power of your intelligence to resultful planning and campaigning.

If you spend half your days in anxious hesitation and the other half in unimportant details, HOW CAN YOU EXPECT a big success?

First build your PLAN. Be sure it is right. Construct it on the pattern of men who have won. All about you are hints on HOW to do this.

THEN—work to that plan, steadily, persistently, hopefully. And there can be only ONE result—SUCCESS!

Heavy Stuff

"Are you the same young man to whom I gave some war bread I baked at the Charity Fair?"

"No, and what's more, the doctor says I never will be."—Cornell Widow.



J. F. Renick

**Member Pacemaker Club,
St. Louis District 1918**

J. F. Renick signed up with this firm May 22, 1917. August 9th of this year was the date upon which he won Pacemaker membership. Mr. Renick is one of our able salesmen. His having won the office of Pacemaker during his beginning experiences with our company is most commendable. The Home Office extends him sincere congratulations.

July Lubricating Contest of Philadelphia

During the month of July a Lubricating Contest was held at Philadelphia.

It is needless to say that every man was on the job every minute of the time and there were traces of keen rivalry on every hand.

At the end of the month there was shown to be one hundred twenty-four (124) lubricating outfits sold.

Right up to the last day it looked as though Mr. Vortigern would be high man, as he had twenty (20) lubricating outfits to his credit. The next highest man was Booker who had at that time sixteen (16) outfits to his credit.

Mr. Booker proved, however, that he was game to the finish and at five o'clock, the last day, came into the office with seven different orders amounting to fourteen (14) lubricating credits.

This was a wonderful day's work for anyone and needless to

say Philadelphia is proud of her showing in this contest, and particularly proud of Mr. W. M. Booker. Fourteen outfits in one day is enough to make anybody sit up and take notice.

J. P. O'NEIL,
District Manager.



W. A. Billings

**Member Pacemaker Club,
Washington District 1918**

Here is a new man making good with the Bowser line. Mr. Billings came with us in Feb., 1917. On July 18th of this year he was elected to the Pacemaker Club. W. A. has devoted his best interest to securing his membership. We are proud of him and he should be proud of himself. Prize-winning salesman selling our line are deserving of considerable commendation, for Bowser equipment can not be handled by other than experienced, efficient men.

The unsuspected has happened. Please note the following news clipping which appeared in the Society Columns of the leading Norfolk paper:

DARDEN-FENTRESS

Mr. and Mrs. W. H. Fentress announce the engagement and approaching marriage of their daughter, Miss Bessie May Fentress, to Mr. David Walter Darden, of this city. The wedding will take place some time during the early autumn.

We do not see why Darden has not the right to starve a woman to death as well as some of his other friends. We should all, therefore, sympathize with Mrs. Darden because we are sure she will need all the sympathy she can get.

From another viewpoint, however, we look upon our friend Darden as one of the choicest of our unmarried eligibles. His estimable qualities would make any home happy and we wish for both a life of unalloyed contentment and prosperity.



W. C. Sutton

**Member Pacemaker Club,
Fort Wayne District 1918**

Here's our old Bill Sutton who was a director in 1917. Aug. 6, 1918, brought "Bill" up smiling as a Pacemaker.

W. C. Sutton is one of our thinkers. In other words, he uses his head in getting business for the company. Naturally he succeeds in accomplishing his purpose. Mr. Sutton is one of the men in our employ who sends in orders for large amounts. When he makes a kill, he makes a big one. The boys in the Fort Wayne Sales Department think "Bill" is one of their marvels. They said before this write-up was published, that the Broomer could not say anything too good about "Bill." Congratulations seem to be doubly in order.

Washington's Five Leading Senators

Aug. 12, 1918

1. G. P. STOVALL
2. C. L. SPEIGHT
3. J. T. GIBBONS
4. J. F. JEFFREYS
5. R. R. FAIRCLOTH

Little Mary on the Job

Little Mary had been sent to the store to get some flypaper. She was a long time in returning and her mother began to feel a bit anxious.

Going to the door, she spied the little girl coming up the street, and said: "Mary, have you got the flypaper?"

"No mother," cried Mary, "it's got me, but we're both coming together." —Tid-Bits.

A good character is worth more than a good bank account. Character can make a bank account but a bank account cannot make character.



F. M. Kennedy

**Member Pacemaker Club,
San Francisco District 1918**

F. M. Kennedy, of San Francisco, again makes his bow to the public. Mr. Kennedy's clever work in 1915 and 1916 won for him the distinction of being director both years. In 1917 this prepossessing salesman was elected Pacemaker. The present announcement has to do with his second Pacemakership.

Mr. Kennedy, like a number of other men selling our line, seems to have acquired the habit of being constantly successful. He is to be highly complimented on the work he has done to date.

**A Word from A. W.
Dorsch**

(Fort Wayne District Manager)

This is the time of the year for your kerosene and lubricating business, and this is the time to get busy. Unless you do, you are not going to succeed. Push the factory and store trade for lubricating and kerosene business. You have hundreds of merchants in your territory upon whom you have not been calling. Sell this trade and sell the outfits such as they need—kerosene, lubricating and paint oil outfits.

I also want to call your attention to the private garage business. Take an inventory and note the number of calls you have made on this class of trade and the number of outfits you have sold this year. There never was a better time for you to interest your private garage trade than now. You will note that in all

large cities the accessory stores and public garages have signed an agreement that all their places of business will close promptly at six o'clock. No gasoline, lubricating oil or accessories will be sold after that time. Also that all public garages and accessory stores will be closed Sundays and all holidays. A great many of the private garage owners will no doubt install outfits now on account of not getting gasoline on Saturday and Sunday from the public garage.

PHOTO
NOT
RECEIVED IN
TIME FOR
REPRODUCTION

M. H. Clark

**Member Pacemaker Club,
Dallas District 1918**

Aren't these Dallas men the most persistent workers ever! Here's another whose knock was heard on the Pacemaker door on July 25th, 1918. This was Mr. Clark's first year with us.

We shall be glad to hear your knock again, Mr. Clark.

St. Louis High Men

Aug. 19, 1918

1. E. E. MAXWELL
2. H. M. BROWN
3. C. H. PRIDEY

Year to Date

1. C. H. PRIDEY
2. J. S. BRONSON
3. T. H. MOSELEY

A wire has been received from J. W. Hagerty, of Canada, which reads as follows:

"We have a new daughter. Mother and baby doing fine."

We are glad to receive this good news. Congratulations. Maybe Mr. Hagerty will be in the Club even sooner than we had thought, because he'll be needing more commissions.

The finest fibre in a man's breast is represented by his true character.



E. F. English

**Member Pacemaker Club,
San Francisco District 1918**

E. F. English entered our employ May 1, 1914. In 1915, having learned our policies and our lines as well as our sales methods, Mr. E. F. English qualified as a Pacemaker. In 1916 he was again elected to this position on the merit of his work. In 1917 he proved himself a three-time Pacemaker. This year he has made the Club again.

Every road man appreciates exactly how good Mr. English has been in his line to be enabled to earn a membership four consecutive years. Without any doubt Mr. English will make the Club next year. We also feel higher offices will be his some day for the taking.

Mr. Griggs Walker

Griggs Walker has resigned from the organization. Like so many other good men on our sales force, he has joined the Officers' Training Camp at Louisville, Ky. His friends in the Home Plant are thinking of him today. They are proud to know that he, like other true Americans, has taken his place beneath the shadow of the country's flag.

May you be successful in your new life, Mr. Walker!

We hear two of our San Francisco boys are now helping Uncle Sam. R. B. McFadden is at Camp Lewis, Washington, and O. G. Brun is at the Spruce Cut-up Plant, Vancouver, Washington.



P. H. Lemen

**Member Pacemaker Club,
Philadelphia District 1918**

Mr. P. H. Lemen, of Philadelphia, was a Pacemaker last year. On Aug. 2nd Mr. Lemen made the Club a second time. We know that business conditions were a bit different this year, due to the exigencies of the war, and we know that real salesmanship was often necessary to bring before prospective Bowser users the conservation values of our equipment. Mr. Lemen is, therefore, to be congratulated upon his sales methods. We are glad to learn that he has made the Club and is enjoying that success known to all other prize-winning salesmen in the organization.

The difference between a Prophet and a plain ordinary fellow is that the prophet can see what must be done today to make tomorrow worth while. Nevertheless, I am persuaded that it does not take more than an ordinary fellow to forecast the fact that we must continue our oil company co-operation now, when the oil companies are not buying anything to speak of, if we wish to do business with them when they begin again.

In emphasizing the necessity of oil company co-operation, we do so because it offers a concrete industry, but we really mean co-operation with everybody—firms, individuals, officials, etc. Just to the extent that you are co-operating you are

getting results commensurate with the possibilities.

While this is true, it still remains necessary to specialize with the oil companies, and we earnestly ask that you keep this before your salesmen so that when the oil companies again enter the market they will logically think of us.

R. S. COLWELL,
Eastern Manager.

PHOTO
NOT
RECEIVED IN
TIME FOR
REPRODUCTION

R. T. Williams

**Dallas District 1918
Member Pacemaker Club,**

Mr. Williams is a one-year Bowserite. He joined our sales force last December. On August 5th the Statistical Department discovered he had sold enough business to elect him to his first Pacemaker membership.

Mr. Williams is a Dallas salesman. He possesses the spirit of his district and has won his personal success with all the old timers in the south.

Congratulations, Mr. Williams. You have done yourself proud! And remember we're depending upon you to repeat in 1919.

A Perplexed Caller

Mrs. Milligan—"Do ze feel better this morning, Mrs. O'Toole?"
Mrs. O'Toole—"I do, an' then again I don't."

Mrs. Mulligan—"That's bad, fur it's harrud to know whether to say oim sorry or glad."—Harper's Bazaar.

Foreign Lady in a Pharmacy—"I want some powder."

"Mennen's?"

"No, vimmen's."

"Scented?"

"No, I will take it mit me."—Punch Bowl.



C. H. King

**Member Pacemaker Club,
Toronto District 1918**

C. H. King has been with us two years. During the first year he succeeded in educating himself along the Bowser line and succeeded in winning a Pacemaker membership for himself as well. This year elected him to the Club once more.

Mr. King is one of our ambitious road men. He is a hard worker, a keen business man, a good mixer—in other words, a genuine Bowser salesman. Congratulations, Mr. King!

**W. B. Goolsby with the
Nation's Aerial
Squadron**

We are sorry to lose Mr. Goolsby's service from the Company's sales force, but what is our loss is the nation's gain. Anyway, we are all trying to help the nation in every way possible, and we feel that we are helping considerably in releasing Mr. Goolsby to the Nation, as we know he will serve with honor and distinction.

In a letter to Mr. Murray, Goolsby writes as follows:

"Sure hated to give up my good old grip and will sure be glad to get this 'Bloody War' over and get back to putting the tanks to them. Am assigned in line for flying instructions at field here. There are about a dozen of the Bowser Boys in this Camp—Bryer, Kaiser and some others. Was mighty glad to get in the Club before I had to report."

We are sure that when Berlin and Kaiser confront "Bill," it add considerable to his already great confusion.



B. C. Sargent

**Member Pacemaker Club,
Dallas District 1918**

Here's another new face—another new Pacemaker from Dallas. Mr. B. C. Sargent has been a Bowser salesman since last September and was admitted to the Pacemaker Club August 17th of this year.

We offer our best wishes, Mr. Sargent.

Getting 'Em on the Dotted Line

This salesmanship matter is a more or less serious business and getting the prospective purchaser's signature on that "dotted line" is our main object in life for at least six days in the week and for no less than fifty weeks in the year. The more signatures we succeed in getting on that line, the greater will be our profits and the better will be the showing made by the Albany District in competition with the various other Bowser Districts; consequently, the importance of the thing.

Salesmanship could and ought to be a science—science, we are told being classified knowledge, and right in that word "knowledge," men, lies the whole secret of Getting 'Em On the Dotted Line. Knowledge of the science of Salesmanship is of importance but in the selling of Bowser products, a thorough knowledge of the Bowser equipment which we are permitted by our contracts to sell, is the all-important thing.

Every salesman who is engaged in Getting 'Em On the Dotted Line for Bowser should know our goods so thoroughly that a customer couldn't stick him, no matter what question the customer might ask concerning Oil Storage Equipment. Know your bulletins from A to Z; know just what the equipment will do; know why it is the best equipment of its type in the world; in fact, have a convincing answer ready to pop out in reply to any question or argument that the prospect may spring on you, and then "Getting 'Em on the Dotted Line" will be comparatively easy and your success will be comparatively great.

It is our aim, as before stated, to get more of 'em and bigger ones on the dotted line this month than for any month this year to date; especially the signatures of more merchants handling kerosene, lube, and paint oils than ever before, and we will look for a big influx of these orders from all sections of the District from now until the 31st. Are you with us?

W. M. MANN,
Albany District Manager.



W. R. Vann

**Member Pacemaker Club,
Fort Wayne District 1918**

The second day of this year found Mr. W. R. Vann starting out for the first time to sell the Bowser line. Since that time he has become a very efficient salesman as his records show. On August 17th he became a Pacemaker.

Welcome, Mr. Vann. May success follow you.



E. R. Handley

**Member Pacemaker Club,
Washington District 1918**

Mr. Handley has been with us since March 2, 1916. A genuine salesman, he made the Club the first year of his stay with us. Then he started out to make a record for himself. In 1917 he was again elected Pacemaker in his district and this year reports prove he has again made the Club.

Mr. Handley's many friends congratulate him upon his good work. The Boomer extends to him congratulations and the sincere wish that when announcements are again published in 1919, Mr. Handley may be numbered among the list of Bowser prize-winning salesmen.

Trucks

The truck is a vital factor in the world war.

This country depends upon the truck to help out the traffic situation in connection with congested railroad conditions. Abroad the truck carries provender and ammunition to allied towns and trenches.

The truck is indispensable.

Now steel is at a premium. The government restricts its use almost everywhere. Truck manufacturing concerns urge purchasers to conserve their vehicles. Overloading is forbidden. Careless driving is ruled out. Why? To save wear on steel parts, to lengthen the life of the truck.

Bowser equipment furnishes smooth oil that will help preserve the steel working parts of a truck. Dirty, badly stored oil destroys these parts.

It is your business, therefore, Mr. Salesman, to urge your next truck owning prospect to purchase a Bowser pump and tank. Our equipment filters all grit from lubricants, keeps the oil smooth and preserves its quality.



J. H. Wilson

**Member Pacemaker Club,
Denver District 1918**

A "Denver Daring Doer," this man! He has been a Pacemaker for the past three years. His business is clean and he keeps hitting the ball. Manager C. C. Barnet is very happy to present him in this issue of the paper with the other successful salesmen from the west.

Memphis Big Six

Aug. 15, 1918

Without objections there could be no salesmanship. Salesmanship is the power to persuade people. Without objections there could be no use for this power, and salesmanship would resolve itself into mere automatic order-taking.

There are two kinds of objections—valid reasons for not buying, and mere excuses. As a rule the prospective purchaser seldom differentiates.

The prospect is usually courteous and wants to let the salesman down easy—so he puts up excuses in the form of reasonable objections.

My theory is that an objection is not an objection if you can beat the other fellow to it. In other words, the proper way to deliver a selling talk is to anticipate every conceivable objection, be it reasonable or unreasonable, on the part of the prospective purchaser, and indirectly cover every loophole through which the mind can get away from the proposed proposition.

Confidence is the basis of all business. Without confidence

the salesman can never hope to close business.

A salesman to be successful must sell himself upon his own proposition. He must then sell himself to the prospective buyer. Then, when the prospective patron believes in the salesman, and the salesman believes in the merits of his goods, it is, as a rule, an easy matter to get him to purchase, and there will be no opportunity for the expression of doubt in the form of an objection.

Objection Removers for the past week were:

1. J. J. CLINE
2. R. L. LOVING
3. E. E. LOWE
4. E. P. WALKER
5. E. P. DOLAN
6. E. G. GRANTHAM

H. W. BROWN,

Memphis District Manager.



E. E. Maxwell

**Member Pacemaker Club,
St. Louis District 1918**

Lou Porter tells us that E. E. Maxwell is one of his shining lights this year. E. E. registered as a Pacemaker on Aug. 10th. He was also a Pacemaker last year.

Mr. Maxwell has been doing a very good business this year. His Pacemaker election helps boost St. Louis. E. E. is one of the boys who is out for the cup for his district. Keep plugging, E. E., and St. Louis may possess the urn before long.

"No, Willie, dear," said Mama, "no more cakes tonight. Don't you know you cannot sleep on a full stomach?" "Well," replied Willie, "I can sleep on my back."—Exchange.



J. W. Weems

**Member Pacemaker Club,
Dallas District 1918**

Determination to win is stamped all over this salesman's face. J. W.'s Pacemaker record proves that faces don't lie. In 1916 he won his first Pacemakership. In 1917 he won his second Pacemakership and on the 7th of August this year Mr. Weems won his third Pacemakership. Without a break for the past three years, this young salesman has climbed another rung in the ladder of success.

Congratulations, J. W., you are a true Dallas man!

London Salesmen Enter Service

Our European organization has contributed no small number of men to the Allied cause during the four years of war which have passed. Word comes from the London office that Messrs. C. H. Barron and R. A. Harris, salesmen in the London territory, have recently entered the service of their country.

Mr. Harris has entered the Royal Flying Corps and Mr. Barron is in munitions work.

We wish to congratulate the London office on its thoroughly patriotic organization and these two men in particular, who are giving their service to the Allied cause. We shall miss their names on London order reports.

—Export Department Item.

Your character is what you build into your life through the principles for which you stand in your every day work or play.

Pres. S. F. Bowser Celebrates His Birthday Quietly

Our President has passed another milestone in life's journey. He spent the day quietly in his office, attending to business as usual.

The organization desires to pay its respect to you Mr. Bowser, on this happy occasion. We congratulate you upon the constructive work you have accomplished during your long and useful career. It must have been with gratification that you have watched the successful progress of activities over which you have exercised your initiative or have aided by your effective support. We hope you may for many years longer retain your vigor and direct efforts in a work which owes so much to your valuable service.

This reminds one that the company's birthday is almost here, too. On Sept. 5th, the firm will be thirty-three years old.

It is good for us all to stop a moment and think of the splendid record our company has made. It inspires one to think of what has been accomplished, and of the possibilities the future holds forth.

The principles on which the business was founded and is conducted grips one in such confidence that it gives renewed ambition and energy for the work of the future.

The Spirit Back of Bowser Equipment

The 5th day of September, 1885, was the day that Mr. Bowser commenced the tank and pump business. Like most other big institutions, S. F. Bowser & Company's beginning was a very small one.

In the corner of a barn, working all day and by lamplight at night, thirty-three years ago, Mr. Bowser designed and constructed

the first pump. The first outfit was built by Mr. Bowser and sold by him.

In reflecting on the wonderful onward march of this institution, one cannot help but marvel at the bigness of it all. The constant growth of the business is due to the inventive ability, integrity, honesty and industry of the men at the head of the Company and the loyalty and co-operation which inspires the entire Bowser Organization. To enjoy the very best reputation for honesty and square dealing for thirty-three years alone indicates the character of the company. From the very outset, the spirit of service which led Mr. Bowser's little band of determined workers thirty-three years ago still actuates Bowser folks in the performance of their work today.

Albany News

Fred C. Schuster may be said to have secured the most creditable business this week with orders specifying three 63s with portable drain-er, a 64 and a 2 bbl. 110, a 10 bbl. 241 with lighting attachment and a fine private garage order specifying an 800 gallon 12 ga. 103 outfit, winning a leading place with the Tenacious Tanners—Typical of Fred's ability.

C. H. Eastman secured the finest single order calling for no less than nine Fig. 115 outfits with all the trimmings amounting to about \$1,600.00; the result of creditable activity on Saturday. Who said it didn't pay to work Saturdays?

C. M. Carpenter, working on his own hook in open territory, landed a nice one specifying a 10-bbl. "Chief Sentry" and a lube out-fit, Fig. 172. C. M. is no ordinary "wood butcher"—it takes a real cabinet maker to build 'em that way.

F. W. Strout came across with some fine business including orders for a 52-B outfit; three No. 63s, a Fig. 110 for denatured alcohol and a 10 bbl. 14 gauge tank—pretty smooth.

R. A. Dusault secured some fine business including orders for a large capacity Fig. 109 outfit, two No. 64s, and a Fig. 7-F-4 filter, once more demonstrating his prowess as a high grade salesman.

D. F. Hernon scored with his

weekly order for a "Red Sentry" outfit with lighting attachment—it's a slim week indeed when D. F. don't dig up a "Red Sentry" order.

J. A. O'Brien, our young Boston salesman, came across again this week with an order specifying three No. 63s—looks like a winner.

W. C. Halsey closed a big one specifying a couple of thousand dollars worth of standard outfits which only needs a few finishing touches before going on record. Walter doesn't say much but his business talks in big figures. He also sold a filtration outfit on the side.

S. A. Collins sold a nice little private garage order as well as a large pipe line measure and accessories—some noise from Buffalo most every week.

Adams sold a 64 outfit completely equipped; Elliott a pair of 63s; "Eggie" a 19B outfit for kerosene and several accessories orders; Bearse a 1000 gal. 41 outfit and accessories, while Richardson and Lyons both scored with lube orders—some hot week.

"Every salesman should make a practice of finding out just why it is that a customer does not buy. Learn the real reason and you will improve your selling. A man may tell you that the price is too high, that the time is not right, or that he has a big stock investment, or any other reason to get rid of you. This is not always the real reason. Ask him to tell you what his real reason is.

"I used to say to a man, 'If you will tell me the real reason why you did not buy, I will promise never to come near you again.' And the real reasons that they told me certainly opened my eyes. Try it out yourself, and it will open your eyes. You will thus learn a lot more than anyone can tell you about selling and about sales success."

Her System

Blondine—"Is Gert Giddigad all-in?"

Brunetta—"She told me the other day she never felt better in her life."

Blondine—"Then I can't understand why she goes to the doctor's office so much."

Brunetta—"I know."

Blondine—"Why?"

Brunetta—"She told me confidentially, the other day, that she is going once a month to read a continued story in a magazine in the waiting room."—Youngstown Telegram.

The difference between a wise man and a fool is, the fool's mistakes never teach him anything.

He who thinks only of himself, hasn't anything too much to think about.



D. W. Darden

**Member Pacemaker Club,
Washington District 1918**

Again Mr. D. W. Darden, of Washington, brings down honors upon himself! Just listen, boys, while we give you his record. Entered Feb. 22, 1911; Pacemaker 1912, 1913, 1914, 1915, 1916, 1917, 1918. We are wondering if the fact that he entered the Bowser organization on Washington's birthday has anything to do with his success. We are very proud of Mr. Darden and hope to add many more years to his successful record.

Mr. Darden entered the Club July 18th this year.

St. Louis High Men

Aug. 10, 1918

1. E. E. MAXWELL
2. W. E. GROOMS
3. J. C. McKEOWN

Year to Date

1. C. H. PRIDEY
2. J. S. BRONSON
3. T. H. MOSELEY

F. C. W. O.

I cannot impress upon you too strongly the necessity of getting "**Full Cash**" whenever possible. There is plenty of money all over the country so that the **5 per cent Cash Discount** should be a big inducement to a Bowser Customer.

In addition to this, there is the added advantage that entire commission on full cash sales are credited to your account when the order is passed. This helps.

If you cannot secure full cash with the order, write it on the **2% basis or thirty days net**. In

cases where a little longer time is necessary, utilize the **90 days terms—one-fourth down**, balance in three monthly payments — thirty, sixty and ninety days— with no interest.

The big idea is to stay away from the long terms. There is entirely too big a percentage of our business written on this basis. Make a special effort to forget these terms and revert to them only when absolutely necessary.

A. W. DORSCH.



K. F. Hessenmueller

**Member Pacemaker Club,
Pittsburgh District 1918**

Mr. Hessenmueller and several other men of our company should be placed upon an honor list for long continued and consistent service. Mr. Hessenmueller joined the Bowser Company the first day of 1910 and was a Pacemaker in 1913, 1914, 1915, 1916, and Vice President of the Club in 1917. This year he is again a Pacemaker. July 21st was the date of his entrance.

Please accept the congratulations of your friends extended to you through the Boomer, Mr. Hessenmueller, and know that we are, indeed, glad to have you as a member of our firm.

Mr. E. Steinhäuser's business has been coming through our Statistical Department very regularly. Pittsburgh can't be any prouder of this A1 salesman than the home plant is proud of him.

Joe Prigg is another Pittsburgh boy who finds inspiration in the smoke of the Iron City. Joe has been showing his district manager, and the home office as well, just what real sales work is.



J. R. O'Malley

**Member Pacemaker Club,
Minneapolis District 1918**

Mr. J. R. O'Malley, of Minneapolis, took up the Bowser grip for the first time last December just in time to get a good start for this year's business. Evidently it **was** a good start, for he entered the Pacemaker Club on July 25th this year.

May we have the pleasure of announcing you many more times, Mr. O'Malley.

Consistency and Logic

We all like to be consistent, not because someone once said "Consistency, thou art a jewel," but rather because it is a mighty good, profitable trait. Consistency is a twin brother of logic; and logic is a magically potent power or force in sweeping away would-be objections advanced by those who ought to have Bowser equipment and don't know it. Therefore, be logical in your presentation of your consistent arguments. A strong array of facts not logically presented can have little more proper effect upon the prospect than a weak argument. You might have a lot of consistent arguments, considered individually, but unless they are logically arranged your prospect is likely to remain only a prospect—or less.

C. C. BARNET,
Denver District Manager.

Mr. F. O. Sallee must be well acquainted with St. Louis by now. Best wishes for a pleasant sojourn in your new locality, F. O.



L. D. Baker

**Member Pacemaker Club,
San Francisco District 1918**

L. D. Baker, of San Francisco, is one of our hard working men. He has been a Pacemaker now two consecutive times. Last year saw him a member of the Club and this year sees him again a prize-winner. San Francisco is a long ways away but we feel sure that the warmth of our congratulatory write-up will carry to him through the mail.

Best wishes, Mr. Baker, for another repeat in 1919.

Minneapolis and Chicago Offices

Effective Thursday, August 1st, the Minneapolis Office was amalgamated with and became a part of the Chicago Office District.

The Minneapolis and Chicago quotas have been combined. All orders from former Minneapolis salesmen have been credited to the Chicago District. All salesmen and employees under the Minneapolis District now report to the Chicago Office.

Referring to Directors from the Minneapolis, Tri-State and Chicago Districts, these three Districts now being combined and amalgamated in the Chicago District:

Mr. M. C. Benham has been elected as Director from the Minneapolis District, and will remain as Director from that District during the present year.

Mr. B. A. Deffler has been elected Director for the Tri-State District, and will remain

Director for that District for the balance of the year.

The Chicago Office Director will be elected from the salesmen working under the original Chicago District.

A combination of the above named Districts has been made for good business reasons and is strictly a war-time measure. In taking this action we are proceeding along the lines of other large companies, railroads and other corporations in general.

Referring to the Minneapolis Office: The Minneapolis Management, salesmen and employees have made good. The business is in splendid condition—the District has been efficiently managed and has a highly trained organization which will give a good account of itself under the new arrangement.

Mr. R. R. Safford, who was Minneapolis District Manager, has been transferred to Chicago and is Mr. T. D. Kingsley's Assistant at that point.

Mr. R. G. Conklin, of Minneapolis, has been transferred to Chicago and is assisting Messrs. Kingsley and Safford in the development of the factory business.

Until further advised, we will maintain a sub-office at Minneapolis; all business, however, will be transacted from Chicago.

E. M. SAVERCOOL,
General Sales Manager.

San Francisco High Men

Aug. 13, 1918

1. E. R. BIRD
2. F. M. KENNEDY
3. E. F. ENGLISH
4. L. D. BAKER
5. C. A. MILLIMAN

The Close of a Perfect Day

First Stenog.—“Goodness me! Just listen to the Manager in there. How awfully shocking! What can he be doing?”

Second Stenog.—“Oh the boys didn't bring in enough business today, and he's just making a cursory report.”



J. S. Lewis

**Member Pacemaker Club,
Dallas District 1918**

Mr. J. S. Lewis came with us in 1916. He brought Dallas the honor of his Pacemaker membership in 1917. He became known as one of the famous producers the first year of his sojourn in the district. True to his reputation, this year he made the Club July 25th. B. L. Prince has had a lot of honor and glory in his time. His men are famous throughout the Bowser organization for their exceptional sales work. J. S. Lewis seems to be right with the gang. Congrats, J. S.!

DEATHS

**Jerry Pasquerello, a Son of
One of the Philadelphia
District Service Men,
Killed**

It is with regret that we note the loss of Mr. Pasquerello's son in a recent German attack. The sympathy of the entire organization goes to Mr. Pasquerello. We are proud, however, of Mr. Pasquerello's splendid record of service, not only his record of service in the interests of S. F. Bowser & Company, but his service to this greatest of all causes to which he has just given his son. May this thought comfort him in his present hour of sorrow.

Mr. E. E. Lowe and the parents of Mrs. Lowe wish to thank you for your kind expression of sympathy.

Dear Editor:

Please let me thank you and

the members of the Bowser Organization for your sympathy in our sorrow. You were lovely to think of us and Mr. Clark and I appreciate your goodness more than I can tell you.

Sincerely,
NEVILLE COLLINS CLARK.



Mr. Street and His English Ally

Here is C. E. Street, former Boomer Correspondent, with his English Bull Pup. Mr. Street is now in France. We would like to hear from him. A one time Boomer reporter, possibly we can sign him up on war data for this monthly.

New Bowser Salesman

We have a new salesman in our employ, J. J. Cline, Jr. Mr. Cline weighs six and one-half pounds. He has been a Bowser man since August 15th.

Congratulations, J. J. Senior!

Not to Be Sneezed At

Hokus—Fluh!uh suffers terribly from hay fever.
Fokus—Yes, he can't even meet a grass widow without sneezing.—N. Y. Times.

Standing of Forty High Men

August 24, 1918

- | | |
|-----------------------------------|-------------------------------------|
| 1. W. B. Stamford....Philadelphia | 21. C. M. Hunter.....Atlanta |
| 2. W. A. Armstrong....Ft. Wayne | 22. H. A. Vortigern....Philadelphia |
| 3. J. T. Gibbons.....Washington | 23. E. L. Milliron....Pittsburgh |
| 4. W. C. Halsey.....Albany | 24. O. T. McKissick.....Dallas |
| 5. S. F. Taylor.....Albany | 25. R. D. Leonard.....Pittsburgh |
| 6. R. Coddington.....Denver | 26. W. B. Offerle.....Pittsburgh |
| 7. Carver Wood.....Ft. Wayne | 27. B. B. Bates.....Dallas |
| 8. J. J. Connelly.....Chicago | 28. C. Bennett.....Dallas |
| 9. W. V. Crandall.....Denver | 29. L. L. Brown.....Dallas |
| 10. C. B. Bremner.....Toronto | 30. G. P. Stovall.....Washington |
| 11. W. H. Trammell.....Atlanta | 31. W. W. Scruggs.....Memphis |
| 12. J. G. Phipps.....Pittsburgh | 32. C. W. Morgan.....Dallas |
| 13. C. H. Pridley.....St. Louis | 33. F. E. Bragg.....Chicago |
| 14. R. W. Maxey.....Memphis | 34. N. Brown.....Dallas |
| 15. R. W. Jewel.....Denver | 35. R. E. Clement.....Dallas |
| 16. G. W. Scott.....New York | 36. F. M. Kennedy....San Francisco |
| 17. A. G. Hartgen.....Pittsburgh | 37. K. F. Hessenmueller,Pittsburgh |
| 18. B. A. Deffler.....Chicago | 38. G. A. Smith.....Washington |
| 19. F. H. Peebles.....New York | 39. D. W. Darden.....Washington |
| 20. C. L. Speight.....Washington | 40. J. J. Mack.....Pittsburgh |

District Office Quota Standing

27th Quota Week Ending Aug. 24, 1918

DIVISION "A"

1. DALLAS - - - B. L. Prince, Mgr.
2. ATLANTA - H. C. Carpenter, Mgr.
3. MEMPHIS - - H. W. Brown, Mgr.
4. FT. WAYNE A. W. Dorsch, Mgr.
5. ST. LOUIS - - L. E. Porter, Mgr.
6. SAN FRANCISCO D. S. Johnson, Mgr.
7. TORONTO - Harry Christie, Mgr.
8. ALBANY - - - W. M. Mann, Mgr.
9. PITTSBURG - - H. C. Storr, Mgr.

DIVISION "B"

1. WASHINGTON E. B. French, Mgr.
2. DENVER - - - C. C. Barnett, Mgr.
3. CHICAGO - T. D. Kingsley, Mgr.
4. PHILADELPHIA J. P. O'Neil, Mgr.
5. NEW YORK - E. J. Little, Mgr.

District Office Standing in Lubricating Contest

Aug. 24, 1918

- | | | |
|-----------------|--------------|-------------------|
| 1. PHILADELPHIA | 7. DENVER | 12. SAN FRANCISCO |
| 3. WASHINGTON | 8. CHICAGO | 13. FORT WAYNE |
| 4. DALLAS | 9. ST. LOUIS | 14. TORONTO |
| 5. MEMPHIS | 10. ATLANTA | 15. NEW YORK |
| 6. PITTSBURG | 11. ALBANY | |

District Office Standing in Kerosene Contest

Aug. 24, 1918

- | | | | |
|---------------|---------------|-------------------|--------------|
| 1. Memphis | 5. Denver | 9. Pittsburg | 12. Albany |
| 2. Dallas | 6. St. Louis | 10. Philadelphia | 13. Toronto |
| 3. Washington | 7. Chicago | 11. San Francisco | 14. New York |
| 4. Atlanta | 8. Fort Wayne | | |

BUY!

Buy bonds, buy thrift stamps, buy war savings stamps!

Every dollar you turn over to the government is saved money. Whenever you lay money away and don't spend it for pleasure or unnecessary clothing or edibles, your future is made just that much safer. This is true in or out of war time.

Statistics prove that only one man in a thousand is financially able to take care of himself after he is sixty-five years old. Don't be dependent upon charity in your old age. Invest in bonds during the next drive. Buy war savings stamps whenever you can.



"Charlie" J. Rogers and His Wife

"Charlie," as you know, has been our representative in Sioux City territory for several years. His volume of business has increased each year and Manager "Jack" Burrows up in our Tri-State District swears "Charlie" is going to make this year his banner year.

The overalls "Charlie" is wearing in the picture, where he is playing with his chicks, are camouflage—Mrs. Rogers takes care of the "farm."

We feel that J. J. Mack, of Pittsburgh, is deserving a special commendation. He is a Pacemaker in his territory, as you all know, and he is the first man to become a Pacemaker in his particular territory. This means that J. J. has been working systematically and consistently and he has the making of a big salesman and both his district office and the home office are proud of him.



I Will

To the man who says "I WILL" there is no obstacle which is insurmountable; there are no difficulties which cannot be overcome; there are no discouragements which can dishearten.

Back of every achievement, underlying every success, actuating every activity of mankind is the will of man to do and be. Deep within the heart of every man who aspires to do and be must be that dynamic will power which drives him ahead in the pathway of success. Everywhere around us we can see exemplification of what has been accomplished by sheer force of man's will power.

No purpose can come into being until it be first conceived in the will. All success in every line of endeavor is but the expression of the will power of some man who has willed in the silence of his heart that the thing must be accomplished, and, perforce, that very thing becomes a pulsating reality. It is this unquenchable determination and will power which brings us the things we desire, spells achievement and success.

"I WILL" carries us onward, "I WILL" will not be denied the object of its quest—knows no defeat—refuses to go backward—drives ahead resistlessly. Success is dependent wholly on our ability to say "I WILL" and holding ourselves inflexibly to the accomplishment of that one purpose.

The measure of our success is the measure of will power we pour into accomplishment. When once the "I WILL" dynamo starts, things begin to happen—it furnished that potent manly power which inevitably gets results.

G. A. Smith

G. A. Smith, who has been one of our Pacemakers for several years, and who works territory in Western Maryland and the Shenandoah Valley of Virginia, has been taken to a Staunton hospital where he is being treated for typhoid fever.

Mr. Smith is extended our most sincere sympathy. We hope he will soon be carrying his model case back into his territory.

Remember the Specialist

Johns: Doctor, you are a general practitioner. What is the difference between that and a specialist?

Doctor: A general practitioner, sir, is a man to whom you pay a fee for telling you to what specialist you should go.—Typographic Messenger.

The S. F. Bowser Method of Appreciating Efficient Service

On July 11th this firm paid to all Bowser Office and Factory employees awards for service rendered. The amount of the award in each instance was governed by the number of years an employee had spent with the Company. In round figures \$75,000 were distributed by our President, Mr. S. F. Bowser.

Men and women who had been members of the organization ten years received \$122.45; those who had been here nine years received a proportionately less amount and so on through the years to a period of six months' service.



TEN-YEAR AWARD WINNERS

A big mass meeting was held by Mr. Bowser late Thursday afternoon in the shop. Our President spoke to his "family" as he called his old friends who had been with him for years. He expressed his deep appreciation of their co-operation and loyalty. He said he had always tried to keep a good shop for his good men. As time passed he observed he had been able to add many improvements and keep up the high standard of the organization. He referred to his latest work, the completion of the new office, and spoke of his great desire to build a new factory. For the information of the boys in the shop and office he said he had purchased benches for them to rest upon near the grounds where they pitch horseshoes and near the park on Creighton avenue. He said he and the firm were working on a plan whereby W. S. S. bonds and valuable papers of all varieties could be kept by the Company without incurring any expense to the employees. He expressed his delight with the vacation schedule that the factory was enjoying. Lastly he came to the subject of the awards. He remarked that the present war crisis should make careful expenditure of the awards a matter of grave consideration. Then he dismissed the crowd telling them to run away and get their money.



FIVE-TO-NINE-YEAR AWARD WINNERS

The BOWSER BOOMER

VOLUME XVII

OCTOBER 1, 1918

NUMBER 15

THE WORKS

Where the
Famous Bowser
Products are
Made

We recently published a view of our new office building. The accompanying birds-eye illustration shows how it looks in connection with the Home plant.

Note the several new additions to the plant.



GENERAL VIEW OF HOME PLANT
FORT WAYNE, IND., U. S. A.

The plant covers about twenty acres. The combined floor space of the buildings is fourteen acres. 2,500 People are Employed.



VIEW OF CANADIAN PLANT
TORONTO, CANADA

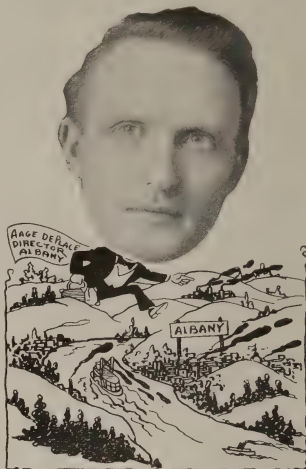
This plant is of heavy construction and commodious, with a large storage yard in the rear having splendid railway facilities, and is amply equipped in all respects for taking care of the Canadian business.

S. F. Bowser & Co., Inc., dates its foundation back to 1885. In that year Mr. S. F. Bowser founded the business. He was bookkeeper, salesman and president. He is still president and as active today as ever. Each year has seen some progress made, some addition to the plant, some increase in the volume of business, until S. F. Bowser & Co., are today the recognized leaders of their line in the world.

Standing of Forty High Men

Sept. 24, 1918

1. W. B. Stamford....Philadelphia	21. E. L. Milliron.....Pittsburgh
2. W. A. Armstrong...Fort Wayne	22. F. H. Peeples.....New York
3. J. T. Gibbons.....Washington	23. H. A. Vortigern....Philadelphia
4. W. C. Halsey.....Albany	24. B. A. Deffler.....Chicago
5. S. F. Taylor.....Albany	25. O. T. McKissick.....Dallas
6. R. Coddington.....Denver	26. R. D. Leonard.....Pittsburgh
7. C. C. Fredericks....Railroad	27. W. D. Offerle.....Pittsburgh
8. Carver Wood.....Fort Wayne	28. G. P. Stovall.....Washington
9. J. J. Connelly.....Chicago	29. L. L. Brown.....Dallas
10. G. W. Scott.....New York	30. W. W. Scruggs.....Memphis
11. W. V. Crandall.....Denver	31. C. W. Morgan.....Dallas
12. C. B. Bremner.....Toronto	32. J. S. Bronson.....St. Louis
13. W. H. Trammell.....Atlanta	33. B. B. BatesDallas
14. R. W. Maxey.....Memphis	34. N. Brown.....Dallas
15. C. M. Hunter.....Atlanta	35. C. Bennett.....Dallas
16. C. L. Speight.....Washington	36. K. F. Hessenmueller..Pittsburgh
17. A. G. Hartgen.....Pittsburgh	37. F. E. Bragg.....Chicago
18. J. G. Phipps.....Pittsburgh	38. J. J. Maek.....Pittsburgh
19. C. H. Pridey.....St. Louis	39. E. E. Clement.....Dallas
20. R. W. Jewel.....Denver	40. E. S. Stetzel.....Memphis



A. dePlace

Director Albany District, Pacemaker Club, 1918

The honor for the hard-fought position of director in the Albany District was won by Mr. dePlace on the date of July 25th. The contest was so strenuous and close that returns were not all in until too late for our announcement in the September Boomer. Mr. dePlace is to be especially congratulated in his success because winning against the keen competition among such splendid, capable men as are in the Albany force. The winning is a far better representation of the honor than any words we might add. Mr. dePlace, your attainment of director in the Albany District is well worth the effort and struggle it may have cost you.

Congratulations!

San Francisco Salesman, Mr. E. F. English was married on August 5th to Miss Ruth Ferrell, of Boise, Idaho.

Mr. English had formerly been covering Southern Idaho territory for us, but was transferred in July to territory in Western Washington, with Tacoma as headquarters, and is now making his home at Tacoma.

District Office Quota Standing

37th Quota Week Ending Sept. 21, 1918

DIVISION "A"

1. DALLAS - - - B. L. Prince, Mgr.
2. ATLANTA - H. C. Carpenter, Mgr.
3. FT. WAYNE A. W. Dorsch, Mgr.
4. MEMPHIS - - H. W. Brown, Mgr.
5. ST. LOUIS - - L. E. Porter, Mgr.
6. SAN FRANCISCO D. S. Johnson, Mgr.
7. TORONTO - Harry Christie, Mgr.
8. ALBANY - - - W. M. Mann, Mgr.
9. PITTSBURG - - H. C. Storr, Mgr.

DIVISION "B"

1. WASHINGTON E. B. French, Mgr.
2. DENVER - - C. C. Barnet, Mgr.
3. CHICAGO - T. D. Kingsley, Mgr.
4. PHILADELPHIA J. P. O'Neil, Mgr.
5. NEW YORK - E. J. Little, Mgr.

District Office Standing in Lubricating Contest

Sept. 21, 1918

1. PHILADELPHIA	6. DENVER	11. SAN FRANCISCO
2. WASHINGTON	7. ST. LOUIS	12. FORT WAYNE
3. MEMPHIS	8. CHICAGO	13. TORONTO
4. DALLAS	9. ATLANTA	14. NEW YORK
5. PITTSBURG	10. ALBANY	

District Office Standing in Kerosene Contest

Sept. 21, 1918

1. Memphis	5. Denver	9. Philadelphia	12. San Francisco
2. Dallas	6. St. Louis	10. Pittsburg	13. Albany
3. Washington	7. Chicago	11. Toronto	14. New York
4. Atlanta	8. Fort Wayne		

You Can't Expect To Get Lower 6 When the Train STARTS



**Book Your Reserva-
tion In Advance**

For The Pacemakers' Club!

Dallas Standing

36th Week, Ending Sept. 14,
1918

Salesman	Lub. Outfits	Kero. Outfits
1. McKissick	70	10
2. Brown, L. L.	26	28
3. Bates	16	18
4. Brown, N.	26	10
5. Bennett	31	12
6. Clement	31	3
7. Throop	45	9
8. Clark	42	8
9. Weems	37	4
10. Joyce	20	14
11. Matthews	54	3
12. Tanner	31	3
13. Smith	41	7
14. Williams, R. T.	33	27
15. Sargent	27	12
16. Lewis	19	18
17. Williams, S. O.	31	1
18. Gunn	28	2
19. Tunstall	23	19
20. Greer	20	9
21. LaGrange	15	12
22. Hornsby	9	3
23. King, Wm.*	3	2
24. Buckeridge*	5	—
25. Wright, G. W.*	4	5
26. Orr	7	2
27. Williams, Jeff*	6	2
28. Bowden*	3	4

*Less than full-year men.

This statement shows that (full year) Dallas salesmen have averaged 30 "Lub" and 10 "Kerosene" outfits to date. The high record on "Lub" outfits is McKissick's with 70 to date. L. L. Brown holds the honors on "Kerosene" sales, with 28 to his credit to date.

How does YOUR record compare with these two high records—and with the average? If you are above the average you are doing well, but why not get to the top? If you're below the average, are you satisfied to remain there?

B. L. PRINCE,
Dallas Mgr.

ALBANY OFFICE NOTES

J. C. Mattison sold a lube outfit, Fig. 172, this week, also securing an order for paint oil equipment, Fig. 109, including barrel hoist.

S. A. Collins landed a nice order for kerosene storage equipment; another one specifying three Fig. 63s and one for a Red Sentry. Fine work!

P. F. Bearse also sold a kerosene outfit this week.

D. F. Hernon placed a battery of three Fig. 64's, including barrel track, etc., also supplying a garage with a lube outfit, Fig. 63, with accessories.

R. A. Dusault paid us a welcome visit on Monday, bringing in a fine order for a battery of 64s, fully equipped with all the trimmings, as his passport.

Aage dePlace forwarded an order this week for a Red Sentry.

C. M. Carpenter put one over for a Fig. 41, including meter and fill box, equipping a commercial garage; also another 41, equipped with filter and including lube outfit, Fig. 63, for a private garage.

C. H. Eastman sold a one-half gallon, 1-barrel 63, and another for gasoline storage tank.

W. C. Halsey is credited with the sale of a Fig. 709 power pump with accessories, for the week.

C. F. Comstock, of Detroit, who has enjoyed a wide experience in the sale of Bowser equipment, has recently joined our Albany Sales Force, working out of Boston. He secured his maiden order in the Albany District this week, specifying three Fig. 63s. Mr. Comstock is a most agreeable gentleman as well as a salesman of ability, and we are most pleased to extend to him a hearty welcome and wish him a continuance of success as an Albany District salesman.

G. W. Elliott has an order for a Pipe Line Measure, Fig. 750, to his credit as a result of his week's work.

Don I. Petts placed a 5-gallon Fig. 101 in a public garage in his territory this week; also securing a couple of good accessories orders.

St. Louis Standing of High Salesmen

Sept. 21, 1918

1. C. H. PRIDEY
2. T. H. MOSELEY
3. J. H. BEDSER
4. W. SNAPP
5. J. F. RENICK
6. E. E. MAXWELL
7. J. C. McKEOWN
8. J. A. CONRAD

Three High Men Week Ending
Sept. 21, 1918.

1. W. H. BEEMAN
2. S. C. PRICE
3. W. D. SMITH

Three High Men Lub. Week Ending
Sept. 21, 1918.

1. A. E. DARLING
2. G. A. SAMTER
3. W. SNAPP

Three High Men Lub. Year to Date.

1. C. H. PRIDEY
- (E. E. MAXWELL
2. G. A. SAMTER
3. J. C. McKEOWN

Three High Men Kero. Year to Date.

1. J. H. BEDSER
2. W. A. MERRILL
3. C. H. PRIDEY

Sadness in the Home of J. M. Roy

We were very sorry to learn that Mr. J. M. Roy, one of our French Canadian salesmen, has sorrow in his home through the death of his son. The young man had been ill for some time, although his recovery was expected.

The Boomer extends the sincere sympathy of the Bowser organization to Mr. Roy and his family.

Washington's "Five Leading Senators"

Business for Weeks Ending—

SEPTEMBER 14, 1918

1. C. L. SPEIGHT
2. E. R. HANDLEY
3. A. L. CORBIN
4. G. P. STOVALL
5. C. W. HORNER

SEPTEMBER 21, 1918

1. C. L. SPEIGHT
2. J. T. GIBBONS
3. S. M. CHILTON
4. C. S. SICKEL
5. W. A. BILLINGS



Time is valuable only on account of what may be done with it

Bowser Systems Are Business Builders

Our salesmen often tell prospective purchasers that Bowser Systems will increase trade.

As the prospect has had no experience with store fixtures that can give tangible evidence of earning power, he often thinks that the "earning" is largely imagination on the part of the salesman. After he has installed a "Bowser," of course, he knows different.

A good example of what he may expect in the way of "earnings" from his "Bowser," through increased trade, is indicated in the following letter just received:

H. H. CANFIELD.

Druggist—Light Groceries—Paints,
Oils—Gloves—Confectionery—
Stationery, Etc.

North Woodburg, Conn.

Sept. 13, 1918.

S. F. Bowser & Company,
Fort Wayne, Indiana.
Gentlemen:

I want to tell you what that little Oil Tank and Pump that I bought from you early last year has done for me. Before I bought the Outfit, I sold one barrel of Auto Oil per year, last year I sold Fifteen (15) barrels and this year I have a contract for 25 barrels and we are going to sell every barrel. I think that is doing pretty well to say nothing about convenience. Your outfit owes me nothing, and I could not be without it.

Yours truly,

(Signed) H. H. CANFIELD.

Almost the identical story, with more or less profit along the same lines, could be heard from coast to coast by "Bowser" users.

Our representatives on the road can report these facts with the utmost assurance and conviction. All the business reasons for "Bowser" installations are

founded on the same solid foundation of reality and truth.

Corp. J. L. McMorris

We are just in receipt of a communication from Corporal J. L. McMorris, who is stationed in Newport News, Va. He is very anxious to get across the water and has made a special request to get into the fighting. He has had nine months of training and he feels absolutely capable of doing his bit.

He evidently knows something about gas by what he says in his letter, which is as follows:

"I suppose that your business is good, as usual. I would like to be back for a while and step into some merchant's store and pull out my little model and begin on him. I'll bet he would wonder where all the gas came from."

An Old-Fashioned Paint Oil Order

George McCurdy, who covers a part of Michigan under the Fort Wayne District, recently sent in one of those "old-time" Paint Oil Department orders that take us back to the days when all the salesmen worked this line.

The order called for sixteen (16) Figure 115's, which completely equipped the paint department in one of the largest hardware stores in his territory.

The order totaled 135 points, and when the equipment is installed we are going to show you a picture of it and give you further facts.

You are certainly to be congratulated, George, on this splendid business.

Peerless Pittsburghers

Week Ending Sept. 20, 1918

1. C. P. LAW
2. J. G. PHIPPS
3. J. O. McCRACKEN
4. J. J. MACK
5. E. L. MILLIRON
6. A. G. HARTGEN
7. K. F. HESSENMUELLER
8. F. H. LOWE
9. J. M. PRIGG
10. R. D. LEONARD

It required a fair amount of business this week to gain a place on the high ten, but we know we have salesmen whom we can depend upon to get there no matter what may be the amount required. The more difficult the achievement, the greater the honor to those who succeed.

We recognize that it represents hard work to secure a place on the high ten but we also recognize that it requires harder work to be a constant Repeater, and yet our Repeaters tell us that it is the easiest thing they do. Our Repeaters are not worried or disconcerted over business conditions as they find them so good there is nothing to worry about. In fact they are too busy to take the time to worry.

There is plenty of business but you must go and get it. There is no one who is going to send it to you.

REPEATERS—TEN TIMES AND OVER

	Times
A. G. HARTGEN.....	22
R. D. LEONARD.....	17
K. F. HESSENMUELLER.....	16
E. L. MILLIRON.....	16
W. B. OFFERLE.....	16
J. J. MACK.....	15
I. K. JACOBS.....	14
F. H. LOWE.....	12
E. STEINHAUSER.....	12
W. J. BATES.....	11
J. M. PRIGG.....	11
W. S. CAMDEN.....	10
J. O. McCRACKEN.....	10

A German wife received the following letter from her husband at the front:

"I haven't been home in four years, but at the rate I am now traveling I may beat this letter in."



W.C. SUTTON J.E. HOMSHER W.R. VANN F.C. MORRIS
235 LBS. 220 LBS. 245 LBS. 330 LBS.

Gus Dorsch's Big Four

These Mellin's Food babies killed the old "Dog Day Excuse" of "too hot," last August. Some days the temperature ranged from 97 to 110 in their territory, yet each of them produced better than an average business for the entire month. From this we take it that a fair portion of their avoirdupois is above their eye-brows.

A fair sample of the kind of orders these fellows send in is illustrated by "Bill" Sutton's sale to the Lafayette Auto Company. This sale covered—

- 3—500-gallon 102s
- 2—121s
- 1—154
- 6—52 Lubricating Cabinets.

Not a bad order for a little public garage! "Bill" is also equally good on factory work, which line he has just lately been on. Every one of these fellows is a hustler.

The following letter from Mr. Speight proves that a sale depends largely upon a salesman's state of mind. If he goes after an order with a certainty that he will secure it, it's a "ten to one shot" that he will land it.

Last Sunday night I dreamed that I sold E. P. Hyman & Co., Wilson, N. C., a Fig. 241 with five-barrel tank. I had never called on these people before I had this dream and I decided to go in to see them, and I sold them the same outfit I dreamed that I sold them, and they gave me their check in full as I dreamed it.

After I had made the sale, and got their check, I told them about my dream and they said that they had heard a lot of bull, but that I had

handed them the best line they had heard in some time.

I truly hope I will have another good dream soon.

Yours very truly,
 (Signed) C. L. SPEIGHT.

Mr. Speight dreamed that he was going to secure an order in this instance and immediately followed up his dream to a conclusion. It gives all of us "dreamers" an object lesson. Make your dreams come true. Action will do it, backed by enthusiasm and determination.

Mr. Speight came with the Organization last August and in five months made the "Pacemaker" Club. He made the club

in 1918 on April 29th (four months), and from all indications, will secure at least 1000 Pacemaker points this year. He is a real "Bowser" salesman.

I wish to take this opportunity to thank you for the flowers which you kindly sent to Mrs. Steele at her funeral.

Your thoughtfulness and kindness was certainly appreciated.

Sincerely yours,
 N. B. STEELE.



W. C. Smith
Member Pacemaker Club,
San Francisco District 1918

It is a pleasure, indeed, to record the election of W. C. Smith to the Pacemaker Club again this year. Mr. Smith came with the company in the nineties and has a splendid record of continued success all through these years to the present writing. He first covered territory in the East, but later joined the pioneers to "blaze the western trail" where he worked before the San Francisco office was opened, after which he took territory in Seattle and vicinity, which territory he has covered continuously. He is a thinker and his sales work is of the constructive type. He is diplomatic in his work and his arguments carry conviction. One of the secrets of his success is his thoroughness in satisfying his customers. This enables him to do a splendid exchange business. When the 241's came out his trade was glad to take his advice and replace them with 241's. Later on he again exchanged them for No. 101's and 102's. He is a Bowser specialist of the highest type and we are, indeed, glad to again record him as a member of the Club.

ATLANTA NOTES

By N. L. Roberts.

F. F. Walston, who took up the line two months ago, is too modest and unassuming to advise us just what object he has in view, but judging from the regularity with which he is sending in orders, one can easily guess. A July starter and a November Pacemaker is an enviable record, "F. F."

* * *

H. F. Labbitt, since purchasing a

car, has become acquainted with the county police from one end of his territory to the other. Strange, "H. F.," how one can make acquaintances, without going out of his way to do so.

* * *

Now that the days are growing shorter and the nights longer, do not overlook the opportunity of selling the KEROSENE LINE; also the shortage of FUEL this winter is going to increase the use of Oil Stoves, and in this way the demand for KEROSENE equipment is going to be greater than ever before—so let's talk this line from now on with a little more "pep."

* * *

Near Pacemaker Blue recently had the misfortune of breaking his arm while cranking an obstreperous "Fode". Even this failed to stop him from writing orders, as he immediately brought into play his South paw. Here's hoping, Blue, that you will soon be writing orders with both hands.



R. A. Dusault
Member Pacemaker Club,
Albany District, 1918

It is a pleasure, indeed, to announce the election of Mr. Dusault to membership in the Pacemaker Club. He secured this honor August 12th. Mr. Dusault is one of our most versatile salesmen showing ability in the sale of practically all of our various lines. His speciality, however, is with the factory trade and he has some splendid sales of this kind to his credit. His work is exceptionally thorough and systematic and his arguments are based on scientific reasoning and cold facts which he tells to his prospects in such a convincing manner that an order is invariably the result. Mr. Dusault was a Pacemaker last year and we are glad to again welcome him into this office.



J. A. Conrad
Member Pacemaker Club,
St. Louis District, 1918

Mr. Conrad is a new comer in the organization having entered our service October 3, 1917. This doesn't interfere, however, with his qualifying for the Club this year, which honor he secured August 20th. Without a doubt Mr. Conrad is in his right element and we feel sure that his name will always appear prominently among prize winners in our sales organization.

H. C. Carpenter, our genial Manager, requests all those who desire to separate themselves from life to take a ride with him while learning to drive his new "Olds-8". To all such he guarantees immediate relief.

* * *

J. W. Sealey, who has been doing special work in Northeast Georgia, accompanied by Mrs. Sealey spent a few hours at the Atlanta Office on his way to Florida territory. Mrs. Sealey is a staunch Bowser Booster and declares she will not rest content until she gazes upon "J. W.'s" smiling countenance reproduced in The Boomer announcing his entry into the Pacemakers' Club.

* * *

Our readers will be pleased to learn that our old prize-winning salesman, J. W. Merickel, is again swinging the Bowser Model Case this time in Florida territory.

From the frozen shores of Greenland to the sun-kissed skies of Florida is some jump, but the selling of Bowser product is a fixed habit with J. W., regardless of climate.

* * *

The following dialogue recently took place between W. H. Trammell and his son:

W. H.: "Are you anxious to see school commence?"

Son: "Is the Kaiser anxious to see the Stars and Stripes enter Berlin?"



George A. McCurdy
Member Pacemaker Club,
Ft. Wayne District, 1918

On August 15th we flew the Pacemaker penant from our flag staff on the Boomer building in honor of George's election to the Pacemaker Club. In addition to the honor of again being a Pacemaker, he also has the record of having sold the largest paint oil order for the year. He is willing to challenge the entire force for the next year in securing the largest paint oil sales in 1919. George's performance this year would persuade us to heavily back him and we might give odds. We ask any takers to this proposition to get in touch with Gus Dorsch who is holding stakes.

J. F. Arnold, who travels in Nevada under the San Francisco Office, says that the only place to get a square meal these days is the "Army."

The following is a copy of the menu he picked up in one of the small Chinese restaurants located in some of the Desert Country he traveled:

AUGUST 10.....19(8:.
dinner ii.....5.
Macronia soop/
veal stew suta/
hamhok beans/
pickle pig feat cold /
rost beaf /
stew turneps /
steamed potatoes /
.....
apple pie //blackberry pie.
TEA COFFEE... ICE TEA .%

It is a Chinese puzzle. Every character has a significance. Send in your answers for our November Boomer.

Arnold thinks that eating on the road these days is about the same as what Sherman said about war.



C. A. Milliman
Member Pacemaker Club,
San Francisco District 1918

Mr. Milliman's order Number 439, dated August 21st, gave him a total of 504 points, which elected him to the Club. This is not Mr. Milliman's first entrance as he has been in the Club before. We are very glad, indeed, Mr. Milliman, to again announce your election and we hope this honor falls to you every year you are with us.



F. W. Patterson
Member Pacemaker Club,
Atlanta District, 1918

Although Mr. Patterson was a Pacemaker last year he has beaten his previous record. It takes constructive and effective effort to secure membership but even more so in beating previous records. In addition to the honor of this to yourself, Mr. Patterson, it is an inspiration to your fellow workers. The organization is glad to number you among the Club's members.

The Germans, long famed for the Goosetep, and who acquired the side step some few months ago, are now becoming most proficient in the Foch-trot.



J. C. Long
Member Pacemaker Club,
Atlanta District, 1918

We take pleasure in again announcing the election of J. C. Long to the Pacemaker Club on August 13th. This is the third election of Mr. Long, he having been a Pacemaker every year he has been with us. The Atlanta District is making records on efforts of salesmen such as Mr. Long.

We congratulate you, J. C., on the good work you have contributed towards Atlanta's success and the opportunity you have taken in placing your name among the leaders of the organization.

The following is a clipping from a newspaper received from Mr. K. N. McIntosh, our Halifax representative, advising that his brother has been wounded in France.

Mr. K. N. MacIntosh, representative of the S. F. Bowser Co. (Inc.), of Toronto, received official word from Ottawa yesterday that his brother, D. A. McIntosh, of Port Hastings, had been admitted to hospital on August 19th, suffering from gunshot wounds in the chest.

Mr. McIntosh's brother is serving overseas with the Canadian Expeditionary Forces.

Mr. E. B. Wigle is fast getting for himself a reputation as a first-class Bowser Dry Cleaning System salesman. One of his recent orders was for about thirty-five points. It was sold to a dye works in Saskatchewan. Here's wishing you continued success, Mr. Wigle!

"Lawyers and barbers may be forced to 'work or fight,' says a headline. Anybody got the heart to furnish a headline for that. Yep. TRIMMERS.



S. W. Silsbee

**Member Pacemaker Club,
New York District, 1918**

It was, indeed, a pleasure to record Mr. Silsbee's membership in the Pacemaker Club, an honor he secured August 21st. Mr. Silsbee covers Fairfield County, Connecticut. This territory has been continually traveled by Bowser salesmen for the past twenty-five years. It is a splendid example of what thorough and intensive sales work will accomplish in one county when efficiently worked.

Before coming with us, Mr. Silsbee was sales manager in a store fixture specialty. When he took up our line he did the kind of work that he had often preached to his salesmen to do. It brought him splendid success. He was a Pacemaker last year and we know he will be in the Club every year he is with us for he is made of that kind of stuff. He never was a trailer, and will surely not play "caboose" in the Bowser game.

Congratulations, S. W.! Your many friends in the organization are proud of your splendid record.

Atlanta salesmen with one accord acclaim the fact that they intend securing and retaining first position for THEIR OFFICE.

That Dixie bunch is some organization, means just what it says, and we doubt not its assertion.

C. H. (Dock) Du Rant has already worn out one car this year in his mad chase after Pacemaker points, but he has purchased a new one and swears that he will demolish another rather than miss the making of the Club by October 1st. Do not disappoint us, Dock.



A. L. Corbin

**Member Pacemaker Club,
Washington District 1918**

On September 12th, we recorded the third membership of Mr. A. L. Corbin in the Pacemaker Club. Anything less than membership would not satisfy Mr. Corbin. We take as much pride in listing him a Pacemaker as he, no doubt, takes in having attained the honor.

May we often have the pleasure, Mr. Corbin, of announcing you among the successful in our sales force.

PHOTO
NOT
RECEIVED IN
TIME FOR
REPRODUCTION

J. L. Steenhuis

**Member Pacemaker Club,
Memphis District, 1918**

We take pleasure in announcing the election of Mr. Steenhuis to the Pacemaker Club, which honor he secured September 5th. Mr. Steenhuis has been one of the consistent producers of the Memphis District, and has well earned this honor. He will not be a stranger in the Club, as he was a member last year and, therefore, has a speaking acquaintance with the many other repeaters he will meet there.

Here's wishing you continued success, Mr. Steenhuis, in your prize-winning records.

"I hear the latest style for men
is clothes to match their hair;
I wonder what will happen when
The bald man—will he dare?"



Laverne Blue

**Member Pacemaker Club,
Atlanta District, 1918**

Mr. Blue has only been in the organization a short time. He came with us February 18th, of this year, but in seven months, he rolled up enough business to qualify for membership in a club of leaders—the Pacemaker Club. To secure a membership in the Club in seven months in itself is an honor but for a new man in the organization to accomplish this in his first seven months of service is especially noteworthy.

We publicly congratulate you Mr. Blue on your good work, and wish you the fullest measure of success in your continued efforts.



We are indebted to a special correspondent for the above kodak picture of Mr. Rhodes on the left and Mr. Larson on the right. This picture was taken in Winnipeg just as these gentlemen were about to leave on an automobile trip for Bowser business.

Frankly now, do you see how any wide awake merchant could refuse giving such splendid fellows orders for Bowser equipment?

**BOWSER
BOOMER**

PUBLISHED MONTHLY BY
S. F. BOWSER & CO., Inc.
Fort Wayne, Indiana
Manufacturers of Oil and Gasoline
Storage Equipment

C. H. DAVIES, Editor

THE BOWSER BOOMER IS THE MAGAZINE
OF THE BOWSER SALESMEN
OF THE WORLD

It is published in their interests and its view-
point reflects their aims, activities and ideals.

Every salesman is entitled to a copy.

News items, photographs, sales arguments
from all are welcome.

Vol. XVII OCTOBER 1, 1918 No. 15



Your Duty

Your duty is to apply the knowledge that you know to be yours. The knowledge of how to sell or make Bowser Systems—it's a job you are fitted for—do it and do it well.

The oil loss in this country would, we believe, annually exceed \$50,000,000, if it were possible to get accurate reports on all losses—we mean \$50,000,000 in actual monetary loss. If we furthermore take into account the losses that can't be figured accurately in dollars and cents, the destruction of useful things that, although not valued highly, are, nevertheless, serving their purpose, the loss of time due to destruction, the actual loss borne by the people of this country in replacement of these unnecessary losses at the time when their energy could be better employed for other purposes—if we put all these together and strike a total, the complete loss would be appalling.

Bowser Systems are recognized today as the most efficient "fire prevention device" known in the storage of volatiles. IT IS A PREVENTATIVE. In

the storage of volatiles Bowser Systems stand pre-eminently in the lead in the "fire prevention field."

In time of peace the fire prevention people of the country advocate the installation of Bowser Systems, not as an expense, but as an investment—an improvement on Real Estate—a profit-paying fixture. In War time Bowser Systems can be valued chiefly as necessities. YOUR DUTY IS PLAIN. See that you perform it in every sense in which the word duty can be applied, not only to the letter, but in the spirit as well. Sell the best systems adapted for the purpose intended; see that they are installed correctly; don't slight details. BE THOROUGH. BE SQUARE WITH YOURSELF AND WITH THOSE WITH WHOM YOU DEAL. The protection and conservation of your country's resources are at stake. Put forth your efforts to the utmost.

That noise you hear outside isn't the cranking of Ford twintwo. It is Opportunity beating a tattoo on your front door.

You say Opportunity does not call during war time?

WRONG!

That is when she is busiest, particularly so in this war.

The entire works of the world are being changed.

If you have the gumption to display your initiative and action in helping to make that change, Opportunity's hand will be in yours.

It is no time for faint hearts or weak spines.

The world wants red blooded men of principle who will do their duty well whether it be digging a ditch or building an empire.

To the man who has brains, energy and courage, the world has never before offered the opportunities that it does today.

Resolve to be that kind of a man and grasp your opportunities.

The time is NOW.

Every man can't be in the trenches.

Someone has to peel potatoes.

Every man can't carry a gun.

Someone has to make them as well as the other many materials and supplies needed.

Men of the Bowser Army are making and distributing equipment to aid in the speed of necessary production, a device for economy in the storing and handling of an essential—Petroleum Products.

You, too, are therefore a warrior for your country—a warrior on waste of time, labor and materials.

"Tell yourself when you start the day's work, 'I, too, am a soldier;

I am fighting my country's enemies;

I am making war on oil losses;

I am attacking outworn methods;

I have sworn to give no quarter to loss of oils and labor;

I will protect my country from unnecessary fire risks.

I have my part in the grand assault, and I am going to TAKE THAT TRENCH!

OVER THE TOP I will be EVERY DAY."

MEMPHIS NOTES

The Memphis Office has had word from 1st Sergt. P. C. Stubblefield of Company D, 525th Engineers' Service Battalion, American Expeditionary Forces. Mr. Stubblefield was formerly salesman somewhere in Louisiana for the Memphis Office. He now tells us he is under General Pershing, whom he personally has seen, and is camped "somewhere in France" in a beautiful wheat field. He likes France very much and is anxious to get into action. Meanwhile he is still interested in "Bowser" doings.

Sure! Once a Bowserite—always.



K. N. McIntosh

**Member Pacemaker Club,
Toronto District, 1918**

We take pleasure in again announcing the election of Mr. McIntosh to the Pacemaker Club, which honor he secured on September 11th. Mr. McIntosh has been a Pacemaker every year he has been with us. He is one of the Canadian District's reliable salesmen, and we are, indeed, glad to have him with us again in the Club. Welcome, sir; we have a reservation for you. Take your usual seat right near the turkey.

Denver High Steppers Sept. 16, 1918

The following is the standing of Denver District Salesmen in VOLUME OF BUSINESS for the year, PERCENTAGE OF QUOTA for the month of September, and for the MONTHLY LUBRICATING UNIT CONTEST up to and including September 14th:

YEARLY VOLUME

1. R. CODDINGTON
2. W. V. CRANDALL
3. R. W. JEWEL
4. F. H. KILVER
5. C. I. BENFORD
6. J. H. WILSON
7. H. U. EARLE
8. R. E. ERWIN
9. B. PRATTE
10. O. M. POLAND

MONTHLY QUOTA PERCENTAGE

B. PRATTE	121%
F. H. KILVER	49%
O. M. POLAND	37%
C. I. BENFORD	33%
J. H. WILSON	12%
H. U. EARLE	9%
W. V. CRANDALL	8%
R. CODDINGTON	0%
R. E. ERWIN	0%
R. W. JEWEL	0%



W. S. Camden

**Member Pacemaker Club,
Pittsburgh District, 1918**

Mr. Camden after coming with us lost no time in securing membership in the Club in 1917. He enjoyed it so much that he decided to repeat. He therefore, secured membership in the Club this year, September 19th. He sure is one of those purposeful Pittsburgh prospect persuading Pacemakers, producing profitable purchasers a-plenty.

This is splendid work, Mr. Camden, and we most heartily congratulate you on your success.



J. C. McKeown

**Member Pacemaker Club,
St. Louis District, 1918**

We are very glad, indeed, to say that Mr. McKeown is a repeater in the Club, having secured this honor this year on August 13th. It's the salesmen of the McKeown type who have given to the St. Louis District its splendid record of success.

We congratulate you on your good work, Mr. McKeown, and hope you will continue to be a Pacemaker every year you are with us.

The King's English

Golfer: "Fore."
First Mate: "Gang way."
Shipyard Rigger: "Get to Hell out o' the way."



Denver Moore

**Member Pacemaker Club,
Atlanta District, 1918**

Mr. Moore has been with us a number of years and is beginning to be referred to as one of our old-timers. During the time he has been with us, he has always been conspicuous in sales successes in his district. He was director to the Club in '16 and '17, and this year he secured membership on September 12th. His aggressive and convincing manner in his sales work would bring any man success, when coupled with the good-natured and diplomatic personality of Mr. Moore.

We again congratulate you, Denver. May you always be among the Bowser winners.



E. W. Moore

**Member Pacemaker Club,
Atlanta District, 1918**

Mr. Moore has won the eminent distinction of membership in the Pacemaker Club under date of September 20th. Mr. Moore only came with us the 1st of April. During that time he secured 182 orders, which averages better than 36 orders a month. Such activity as this is sure to win success and we congratulate you, Mr. Moore, on this splendid work. More power to you!



E. Steinhauser
Member Pacemaker Club,
Pittsburgh District, 1918

Mr. Steinhauser again earned for himself the honor of membership in the Pacemaker Club. His order 407, dated August 27th, gave him a total of 502 points. Mr. Steinhauser has been a very consistent producer. He has a substantial record of a large number of orders sent in regularly. Consistency and steadiness have won for him the success he enjoys. We are, indeed, pleased to list you among the members this year, Mr. Steinhauser, and hope you will continue your splendid record of success.

Quality First --- Service Always

Every firm producing a product classed as machinery finds the matter of "Service" an interesting subject, to say the least.

Anything that turns is bound to wear. Anything that is made of metal is always liable to the possibilities of unseen imperfections which will only be uncovered by wear, then again, regardless of how substantially goods are crated, cracks and breakage are very liable to happen during drayage and transportation. Then finally, a loose assembly when being installed, or neglect in care and operation is very probably the reason it is sure to happen here and there. For this reason "Service" is important.

In order to insure profit to the purchaser and satisfaction to the user, the splendid "Service" organization that S. F. Bowser & Company maintain throughout the world is unexcelled by any factory, volume and product considered.

We do not claim that we are 100% perfect in this regard, but we do know that we have a good system and that it is operated with speed and justice, that our friends and patrons appreciate this is often evidenced by letters that we receive from them. The following is a fair sample:

EDGELAKE FARM

Province Lake, N. H.,

August 15, 1918.

S. F. Bowser & Company,
Albany, N. Y.

Gentlemen:

Your letter and vent received with new hasp. I wish to compliment you for the intelligent manner in which you handled the matter, not wholly for the few dollars you saved me—I like the old vent best because it prevents any meddling. Little matters like this please a customer and show you have someone back of your purchase that is worth while. I am returning the old vent as you suggest by mail.

Respectfully yours,

(Signed) E. W. EMERY.

We want our representatives to have every confidence in the quality of "Service" that Bowser and Company performs, that we intend to maintain our reputation for doing all that we promise and sometimes more.

Sufficient Ground

A negro woman, who had her four sons in the army, was endeavoring to get them out. She was referred to the proper authority to get their discharge.

Officer: What can I do for you, auntie?

Negro Auntie: Boss, I wants to get my boys out of that there army.

Officer: Well, on what grounds do you base your claims.

Auntie: On 'count o' so much disease.

Officer: Where have you heard of any disease lately.

Auntie: Boss, I've heard there was five hundred cases o' BEVO at Camp Gordon.



Edward F. Klotz
Member Pacemaker Club,
San Francisco District 1918

For the benefit of the new members in our organization we might state that Mr. Klotz is a pioneer of our force. He came with the Company September 17, 1889. He was elected to the Pacemaker Club this year on September 11th. Every one of his twenty-nine years of service have been years of success. He has been a member of the Club every year since it was organized and has worked in practically every state in the Union. For several years previous to the opening of the San Francisco office, he covered the entire west on the factory, mine and railing lines. When the San Francisco office was opened, he took up garage work, in which line he has been very successful.

We congratulate you, Ed, and wish you continued success in your prize-winning.

H. C. Christie and E. E. Cumming, of Toronto, were welcome visitors to The Boomer Building this week. Both gentlemen look fine and report business good.

Mr. John F. Renick, of St. Louis District, recently secured orders from three separate parties, each order covering a 5-barrel 241.

Such a day's work should be an inspiration to salesmen who are faltering under the stress of times to brace up and make the best of present opportunities regardless of what the future may bring in the way of trouble.

The Germans have had a world reputation for blending dyes, and making them suit their fancy, but they have recently discovered three colors at Chateau Thierry that they could not make run—the Red, White and Blue.



C. H. Durant
Member Pacemaker Club,
Atlanta District, 1918

Mr. Durant's order No. 264, dated September 2d, gave him a total of 515 points, which elected him to the Club. We would have been glad to have given him admittance on the strength of his initials. However, he has earned the honor by constant, energetic work without partiality or favoritism. His accomplishment is worthy of the highest commendation.

We congratulate you, Mr. Durant, on your splendid success.

James C. McKeown

We always like to refer to the Bowser organization as one of the highest-grade sales staffs in the country. In addition to the Bowser salesman being clever and successful, you will invariably find him to be honorable and up-right in all his dealings.

In a letter written by Mr. McKeown which just came to the writer's attention, he bears testimony to this fact. An extract from the letter follows:

"Bowser's is the cleanest organization I ever knew and my effort at all times is to let that clean light shine before my trade."

We certainly appreciate this spirit and, no doubt, it accounts for Mr. McKeown's splendid success. We are proud to have such men in our organization.

"How do you like my new silk hose?" demanded pretty Corn Fed Rose.

Said I: "They sure look good to me. They're fine as far as I can see."—Luke McLuke.

Mr. A. de Place's Letter

A few days ago when we received the announcement that Mr. de Place has been elected Director of the Albany District, we asked him for a letter that we could transmit to all you fellows, telling just how he had turned the trick. He has complied with our request, and we are sending you same herewith.

Our modesty almost forbids our writing it verbatim, but such bouquets come so frequently that we do not require any proof of what he states—we admit it.

The admonition given in Mr. de Place's letter that it requires us to keep everlastingly at it, and that business is never "on the bum until we put it on the bum" is well worthy of our careful thought and consideration. There are volumes spoken in those few words.

W. M. MANN,
District Manager.

September 17, 1918.

Fellow Salesmen:

I have just been notified of my election as Albany District Director of the Pacemakers' Club.

A greater honor than leading the Albany Sales Organization is inconceivable, inasmuch as many of you gentlemen have indelibly inscribed your names in the history of The Bowser Company.

That it is superfluous for me to tell you how it is done is obvious. You all know better than I how to turn the trick, but I must emphasize the fact that only by the strictest attention to business and keeping everlastingly at it will result in achieving this goal. I can assure you that it did require some real hard work and persistence to convince many of my customers of the advisability of investing considerable money for adequate oil storage, especially under the present conditions, but hard work—and some more hard work—can do it, and when everything seemed to go wrong and business seemed to be r-rotten, I always recalled what an old salesman I once met on the train, a great optimist, said: "Business is never on the bum unless you put it on the bum."

May the Bowser slogan, "Everybody a Pacemaker in 1918," come through!

Finally, I wish to say, considering the friendship and invaluable assistance of Messrs. Mann, Morse and Willson as one of the greatest factors in my success as a Bowser salesman, cultivate their friendship, heed their advices and follow their suggestions, which are always to your customer's and The Bowser Company's interest. If you do that, you are bound to reach your goal. Better friends no man ever had!

Sincerely yours,
AAGE DE PLACE,
Director-Elect.

Editor's Note: We don't know what de Place got for writing that last paragraph but we are satisfied with what we got for printing it.—Ed.



J. Ward

The death of our dear friend and co-worker, James Ward, came as a severe shock to the entire Bowser organization.

"Jim" left home with his Bowser grip to work his territory and arrived at Montevideo Wednesday, Sept. 11th. He worked the town thoroughly and retired at the hotel at 10:30. He left a call for 7:00 A. M. for the following morning but some time before that hour he passed on. Death was caused by heart failure. Mr. Ward had been suffering for some time from heart trouble but neither he nor his friends suspected it was that serious. In his pocket was found a Bowser order, a testimony of his fidelity to his family and his company, and an evidence of the performance of his duty to almost the very hour of his departure. He has been a

Pacemaker for the past seven years and to date had 488 points to his credit. He would have been elected to the Club again, this month.

Company officials and the Pacemaker Club were represented at the funeral by Messrs. T. D. Kingsley and R. R. Safford. The entire organization will seriously feel the loss of "Jim's" friendship and co-operation. Our sincere sympathies are with Mrs. Ward and her two daughters, Olga and Margaret.



J. J. Cline

**Member Pacemaker Club,
Memphis District, 1918**

Mr. Cline's order No. 585, dated August 27th, gave him even 500 points, which elected him to the Club. Although Mr. Cline was a Pacemaker last year he has beaten his last year's records and we congratulate him on his splendid work.

Here's wishing you continued success, Mr. Cline, and hoping you will always be numbered among the winners in our organization.

**From Chas. Culver Shield,
"Somewhere in France"**

Just about finished after a strenuous course of Theory and Practice. I believe I can justly say that I am now an Artillery Officer and am pulling so that they will not make me an instructor here.

The country hereabouts is really very beautiful now that the sun shines regularly and rose bushes are everywhere. The fields are also dotted with bril-

liant red poppies in wheat and oats.

Speaking of tanks, I was attached to a tank outfit for about



a week before ordered to school here and might have had a chance to sell a tank and a few shell pumps to the Hun at as high a price as possible. However, I have to be satisfied with "Swason Caus" (phonetic spelling) and she really makes a wonderfully faithful companion 24 hours a day each day of week and 52 of those per year.

The range work has been great and there is nothing like such actual practice to smooth off the rough spots. Real rolling stretches of country as this makes for very good field work choosing positions and such like and as I told Walter in my last letter I sure am glad I'm an engineer and hope e'er long to engineer a few shells toward

"Bill" and his brother dogs.

Most all the nasty things a pack of wolves would do, we can believe done and they fight hard in packs, but otherwise badly and treacherously.

The French officers are very fine to us all and nothing is too good and since the Army have been delivering, the favor shown makes us work the harder to insure our living up to their seeming expectations.



E. W. Cline

**Member Pacemaker Club,
Washington District, 1918**

We are very pleased, indeed, to announce the election of Mr. Cline to the Pacemaker Club, which honor was earned with his order No. 472, dated August 16th. Mr. Cline's sales work has always been of a clean-cut, aggressive type, which accounts for his having been a prize-winner last year also. Mr. Cline covers territory in Baltimore, where he has done some exceptionally fine work.

We are glad to again have you in the Club, Mr. Cline, and extend our hearty congratulations.

Corrected

A young man had been calling now and then on a young lady, when one night, as he sat in the parlor waiting for her to come down, her mother entered the room instead and asked him in a very grave, stern way what his intentions were.

He turned very red and was about to stammer some incoherent reply when suddenly the young lady called down the head of the stairs:

"Mamma, mamma, this is not the one."



The above illustration of Mr. Levitt's Filling Station is a fair sample of the artistic stations that are erected on the Pacific Coast. They are patterned after the old Catholic Mission style of the early days. That was very thoughtful. In these days of gasolineless Sundays a motorist can attend worship at his favorite station.

There is a driveway through the building so that automobiles may be filled on either side of the pump. You will notice that they are Figure 101 five (5)-gallon pumps which is the style of pump that is generally used on the coast.

The equipment consists of four 5-barrel, 12-gauge Type "C" tanks, with Figure 101 Pump. Inside there is installed a 2-barrel Figure 64 outfit and three 1-barrel Figure 63 outfits.

This sale was made by Mr. F. E. Watt, which gives him about 80 points.

The Sale of Standard Equipment

As never before is the need to sell standard equipment apparent, not only from a production and material standpoint, but from the shipping and transportation standpoint as well.

While we have sold and shipped more standard lubricating outfits this year than we did last year, the gain really should have been larger when it is considered that oil storage and conservation is an absolute necessity today.

Within a few months we shall again be facing winter, and this coming winter will have need for all possible means of storing fuel for heating purposes, and in no one thing will the demand be

greater than for kerosene oil—to properly have this means "Storage."

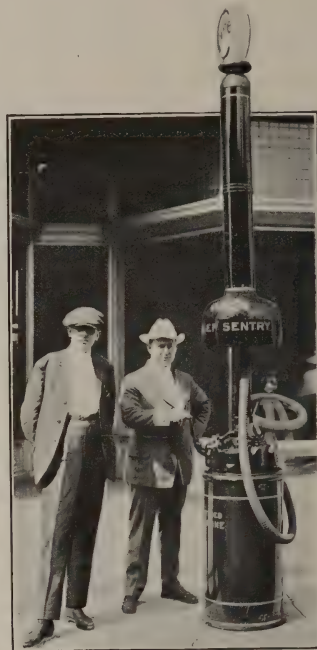
It is not too early to seriously tackle this problem in every territory. We honestly feel that strenuous effort in this respect will increase our sale of kerosene outfits 100% over last year.

These days bring *REAL OPPORTUNITIES* to sell standard outfits.

R. S. COLWELL,
Eastern Manager.

She, a bride of twelve months, was exhibiting her triplets, all girls, to a bride of two weeks. "Strange coincidence, at our wedding Tom's friends gave us a serenade and played 'The Three Little Maids' from the Mikado." The two weeks' bride turned deathly pale, as she said:

"My husband's friends gave us a serenade also and they played 'The Sextet' from Lucia."

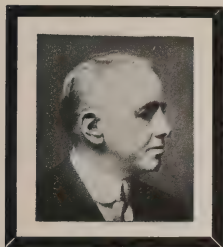


This is an illustration of a Chief Sentry recently installed somewhere in Ohio. It is the first underground tank installed in that town and it took considerable persuasion upon the Fathers of the city to agree to it. They now admit that it will be a big help in putting their town on the map. It certainly adds to the attractiveness of the city.

The purchaser of this outfit is Mr. H. H. Townsend, President and General Manager of the Springfield Oil Products Company—the gentleman to the left. The gentleman operating the pump is salesman J. C. Tibbles, who is very anxious to turn the crank so as to wear the pump out as soon as possible. We figure, however, that this would be a job of about ten million turns and would suggest that he let "George" do it.

Buy and—BUY





Mr. Rosser McClure

One of the Oldest Associates of
S. F. Bowser & Co. Has
Passed Away at the
Age of 72.

The entire Bowser organization was saddened by the death of Mr. Rosser McClure, which occurred Friday morning at his home in Oak Knoll.

Mr. McClure connected with Bowser & Company in October, 1892, and rendered practically uninterrupted service until his recent illness. He was occupied principally in sales work and during his twenty-six years of service he represented the company in every state in the Union, as well as in Canada and Europe. His sterling qualities and pleasant personality earned for him splendid success wherever business took him.

During later years when traveling became too arduous for Mr. McClure's advancing age, he took up duties at the home office, where the hundreds of employees at the big works personally knew him and enjoyed his splendid friendship and acquaintance.

Mr. McClure lived a life of service among his associates, always thoughtful of the comfort and welfare of his friends, helpful in counsel, sympathetic in trouble and always ready to advance the interest of his friends and business associates. He loved men and was loved by men. His friends will always cherish the memory of his cheerful, clean, straightforward personality and the abundance of good he did while among them.



Corporal Howard O. Chilton and Wife

The above is a kodak picture of "Bowser Newlyweds." Mrs. Chilton considerably stepped into the shadow for a moment in order that her hero, of whom she is justly proud, might shine in his place in the sun, while she gracefully

permits us to bask in the radiance of her smile.

Corporal Chilton is stationed at Camp Lee, Va. His home is about 100 miles away, which affords him an opportunity of week-end visits with his wife.

Are You Downhearted?

If you are, ten chances to one it is because you haven't been getting the proper rest at night, or perhaps you have been overeating. Don't abuse your health. Be temperate in all things. Cheer up!

Very little toward winning commercial success or in winning the war can be expected from muddled brains, weak spinal columns, or sinking hearts. If "keep the home fire burning" means anything, it means to keep American vigor at its highest, to keep our brains free from cobwebs, our lungs working fully and rhythmically, our arteries plastic, our nerves steady, and our spirits cheerful. There is nothing inspiring about a home fire that smolders and smokes because its keepers themselves lack the power of spirit to enliven it into flame.

Half-heartedness is nine-tenth physical. Let a man sicken and he may easily become a coward. So vital to courage and victory is physical health that Uncle Sam looks first of all to the bodily training of his khaki boys;—and what marvels of endurance

and heroism our training camps have produced! Read in the papers of how eager they are to combat the enemy. Such spirit cannot be beaten.

Power to do real things, power to help toward victory, will not be found in cramped bodies or in cramped spirits. An unhappy family does not promote, but quenches, the father's conquering spirit. An unhappy father chills and depresses his family. An unhappy workman is seldom a good workman.

Cheer Up!

If in these days we need anything, we need an abundance of good cheer, for good cheer is only another name for the power to "carry on." And we get good cheer out of the fresh air, from exercise in the sunshine, from change of scenery, from harmonious personal relations in our social dealing and our commercial work. So get the right mental attitude toward your work, the goods you are selling, and the prospects you see. The Bowser line is the best line of its kind in the whole world. The company back of you is the biggest organization of its kind in

existence. Its policies are the broadest and fairest in all its relations. The need for its products are of international importance. You have the responsibility of doing your bit in **Saving Oil** by selling **Bowser Systems**. Get a new grip on your will-power and carry on to victory.



We are very glad, indeed, to receive the following report from our Boomer reporter at Denver about a visit from Mr. and Mrs. Nod Brown from the Dallas District recently.

We, of course, were pleasantly surprised and enjoyed their visit very much.

Picture No. 1 is one of the many cottages situated in Bear Creek Canon, a very beautiful spot about twenty miles west of Denver via Morrison.

Picture No. 2 was taken about half way up the grade out of Georgetown on the way to Silverplume, and is at an elevation of about 9,000 feet. Georgetown was a famous mining town in the old days as is also Silverplume, which comes pretty near

point about half way up the grade because Jim's Tin Lizzie needed a little attention. It is not much wonder same needed attention, as the entire crowd shown in Picture No. 3, plus two who are not shown in the picture, were packed in two Fords. The grade out of Georgetown up to Silverplume is one of the hardest in this part of the country and for almost all the distance the famous Georgetown Loop on the C. & S. Railroad can be seen. This is where the railroad passes over itself. Silverplume lies right at the foot of Mount McClellan, and it is not extraordinary to see a snowstorm in this town even in August. You will notice Nod Brown has his coat and vest on. He is not used to the cool weather encountered. Mrs. Brown is not shown in any of these pictures, but is better protected against the elements. They, coming from a place like Dallas, are enjoying the mild weather in this vicinity. Even last night they enjoyed a grate fire.



On the Road to the City of Success

A Salesman in the Making

A day has many hours and the supply of days looked endless before he was thirty.

When very young he looked at the week from the first day to the last as through an inverted telescope.

And as he grew older, between the first and last days of the month there seemed time enough to subdue a rebellion.

Before he was thirty, his days looked that way.

But he was looking through the carefree optimistic eyes of youth. It was right that he should be optimistic, but his optimism warped his judgment.

The end of the day sometimes found him surprised that he hadn't accomplished more, but it found him happy because his days were an endless chain.

The end of the week found him surprised—but not downcast; no, no, he was young; give him a few days at the end of the month, and he could remodel the universe.

The end of the month found this embryo salesman a little worried at his lack of results, but he shed the worry as easily as a cat sheds its hair. For had he not all the to-morrows in the world at his disposal?

Eventually he awakened—not all at once, but gradually; and he discovered:

First—That a day was very short—measured by what he could accomplish;

Second—That if he were to show any results he must outline in his mind what he intended to do and then go out and do it.

He also learned a month was so short that the hot air he effervesced on the 1st mixed with his excuses on the 31st;—and the explosion caused by the mixture finally blew him out of a job.

Now he plans, thinks ahead, and works; for he realizes that a month is only thirty short days; that there are only twelve months in a year, and only a limited number of years in his life when he's at his best physically and mentally.

So his plan and his work start on the morning of the first of every month, and his days have no non-productive hours; for whatever he does, work, play, read, study, or sleep—and he does all five—is a part of the plan that, if lived up to, keeps him moving in one direction, and that one is toward the big opportunity that is always looking for the right man. He's on the road to the City of Success.

Saving Money

A certain man was ill and wished to consult a celebrated specialist who was known to a friend of his. He went to his friend and said:

"Look here, how much does that doctor charge? He's pretty expensive, isn't he?"

"You bet he is!" replied the friend. "He charges \$15 for the first visit; but after that it's only \$3."

The next day the man called on the doctor. As soon as the door was opened the doctor came out and he said:

"Well, doc; here I am again."

"What has become of the old hitching posts?"

"Oh, they've been done away with since Bowser installed gasoline pumps all over the country!"



being the top of the world. The man at the right is Mr. Jack Wilson, and the man in the middle is Nod Brown, and the one at the left is Jim Springer. Georgetown lies in the valley several hundred feet below, but you can hardly see it in the picture. The picture was made at a



J. C. Harding

The soldier on the left is our J. C. Harding, of San Francisco. Mr. Harding reported at Camp Kearny, California, on June 29th. On August 3d, D. S. Johnson, Western Manager, received a letter from Mr. Harding written on a train while passing through Kansas advising that he and his camp mates were then en route to France. Quick work and sure work! The Boomer extends Mr. Harding best wishes for a career abroad as successful as his career with this company. Mr. Harding won Paemaker honors while in our employ in 1915, 1916 and 1917.

The installation was made by our service engineer, Mr. Charles W. Beard.



The Jenney Manufacturing Company Filling Station, located on the Jamaica Pond Reservation, a very beautiful and attractive part of one of the suburbs of the City of Boston.

The gentleman on the left is Mr. W. A. Gott, the erecting engineer in charge of the service men in the field operating under this office. Mr. Gott is always on the job, with a thorough knowledge of the BOWSER line. The gentleman to his right is Mr. H. W. Devereux, who handles our installations so successfully along the Atlantic Seaboard, his activities carrying him from Boston to the State of Maine and at times on quite extensive trips. The gentleman standing next to Mr. Devereux is Mr. Charles W. Beard, who, as previously mentioned, made this particular installation, and whose work can be appreciated, as a very excellent example of it is shown by the picture enclosed. The gentleman on the extreme right is Mr. P. J. Foley, who is one of the hard working and conscientious engineers operating under the direction of Mr. Gott. He has been with the Company some time, but we lost his services during the past week, as he entered the service of Uncle Sam. Our other service engineer operating under this office, Mr. Charles E. Knapp, does not show in this picture. Mr. Knapp has been with the Company for a long time, and came from Fort Wayne to work under the direction of the Albany Warehouse, but has been working under the Boston office for several months.



**Jenney Manufacturing Company—Filling Station
India and Milk Sts., Boston, Mass.**

The Jenney Manufacturing Company, Boston, Mass., has a very fine reputation for the high type of filling stations which they establish. The theory of this Company is that when they make an installation everything must be of the best—location, type of building—and it is needless to say that to complete it they must of necessity purchase BOWSER Equipment in order to maintain their high standards and, by the way, they invariably do.

List of U. S. and Canada Bowser Men in Service Aug. 1, 1918

Name	Department Previously Employed	Name	Department Previously Employed	Name	Department Previously Employed
A					
G. A. Adams.....	Machine	J. D. Cramer.....	Lt. Tank Shop	Homer Houck.....	Factory Drafting
Geo. W. Adams.....	Machine	M. Crawford.....	Machine Shop	G. G. Howell.....	Machine Shop
F. W. Albright.....	Central Sales	August Crawford.....	Yard	M. L. Huffman.....	Machine Shop
P. J. Alt.....	Electrical	G. C. Crosby.....	Tool	W. H. Hughes.....	Machine
Geo. Alter.....	Bldg. 29	Dalton Cummings.....	Toronto Office	W. J. Hursh.....	Bldg. 29
O. D. Ambler.....	Inspection	P. M. Currant.....	Machine	I	
A. L. Applegate.....	Warehouse	H. C. Cutshall.....	Collection	Vern Ireland.....	Printing
M. Arick.....	Printing	D		M. C. Irwin.....	Machine
G. C. Auer.....	Memphis Salesman	W. N. Daniel.....	Washington Sales	J	
E. F. Auer.....	Factory Drafting	G. H. David.....	Sundries	G. F. Johnson.....	Machine
R. P. Auer.....	Light Tank Shop	H. S. David.....	Paint	E. S. Johnson.....	Lt. Tank Shop
B		Aubrey DeLacy.....	New York Office	Wilford Jones.....	Toronto Factory
E. F. Baker.....	Toronto Factory	D. J. Denahy.....	Electrical	T. S. Jones.....	Tin Shop
F. J. Baptist.....	Machine Shop	V. M. DeVilbiss.....	Tool Room	R. C. Jones.....	Lt. Tank Shop
C. W. Barker.....	Tin Shop	R. W. Ditton.....	Service Dept.	G. H. Jordan.....	Boiler Shop
Chas. Barnes.....	Sundries	H. Dolin.....	O. M.	K	
A. P. Barrick.....	Crating	W. H. Dornte.....	Lt. Tank Shop	Rudy Kaiser.....	Tin Shop
L. W. Bartlett.....	Crating	C. L. Dovey.....	Tin Shop	R. Keeth.....	Messenger
Chas. Bear.....	Boiler Shop	F. E. Dunham.....	Machine	D. S. Kercher.....	Lt. Tank Shop
C. Bear.....	Welding Shop	Joe Dunlap.....	Toronto Factory	D. W. Kingsley.....	Order
Chas. Beeston.....	Toronto Factory	E		A. C. Klenke.....	Stock
O. A. Bell.....	Washington Sales	D. A. Ebevy.....	Lt. Tank Shop	V. C. Klenke.....	Crating
Scott Bell.....	Crating	C. E. Edwards.....	Minneapolis Office	F. E. Klute.....	Accounting
V. Bender.....	Bldg. 29	M. H. Ehrman.....	Machine	F. Kohlbacher.....	Yard
Otis Bender.....	Meter	A. B. Eley.....	Plumbing	W. H. Korte.....	Heavy Tank Shop
Otto Bengs.....	Meter	D. A. Eley.....	Lt. Tank Shop	L. J. Kratzman.....	Machine
Otto Bengs.....	Machine Shop	A. Ellich.....	Lt. Tank Shop	Fred Kreameyer.....	Stock
P. S. Bins.....	Toronto Factory	M. E. Ennis.....	Stock	M. T. Kresch.....	Crating
C. D. Bishop.....	Factory Office	F		Gilbert Kriege.....	Mailing
A. Bitner.....	Central Sales	H. E. Fackler.....	Stationery Stock	K. Kromm.....	Crating
E. G. Black.....	Lt. Tank Shop	E. J. Fay.....	Albany Office	J. Kropp.....	Sundries
Chas. Bleil.....	Toronto Factory	Thomas Fels.....	Machine	John Kyles.....	New York Office
Earnest Bly.....	Crating Room	L. H. Fetter.....	Cost	L	
L. F. Boan.....	Crating Room	M. J. Finn.....	Toronto Factory	F. E. Lacey.....	Machine
Kenneth Boan.....	Production	Earl Foley.....	Assembling Room	Leo Lair.....	Assembling
C. V. Bobay.....	Boiler Shop	Raymond Franke.....	Machine	Chas. Laker.....	Toronto Factory
L. Bocha.....	Lt. Tank Shop	C. M. Fredericks.....	St. Louis Sales	G. A. Lamb.....	Crating
W. J. Bodey.....	Lt. Tank Shop	G		T. M. Lambeth.....	Dallas Office
H. J. Boehn.....	Lt. Tank Shop	A. D. Gryhover.....	Machine	Clarence Lapp.....	Machine Shop
H. F. Boehn.....	Tin Shop	J. R. Gass.....	Factory Drafting	C. Laromere.....	Messenger
W. O. Boese.....	Lt. Tank Shop	J. M. Geisse.....	Lt. Tank Shop	Jerome A. Laroque.....	Atlanta Sales
Archa Boggs.....	Inspection	Edwin Geoglein.....	Toronto Office	G. C. Laub.....	Machine
W. S. Bonnell.....	Ohio Salesman	R. C. Gerending.....	Machine	Stewart Leach.....	Meter
A. B. Bowser.....	Executive	C. F. Gorman.....	Accounting	V. C. Lee.....	Machine
A. S. Bowser.....	Paint	L. G. Gessinger.....	Machine	T. H. Lehman.....	Tin Shop
E. O. Bradley.....	Stock	C. B. Getz.....	Cost Department	H. E. Leonard.....	Eastern Sales
LeRoy Bradley.....	Factory Drafting	Lansing Giant.....	Production	Fred C. Lepper.....	Machine Shop
U. R. Brake.....	Warehouse	R. E. Gilburn.....	Stock	D. Leverton.....	Accounting
E. G. Bremler.....	Accounting Dept.	J. R. Ginder.....	Albany Salesman	H. F. Liebig.....	Tool Room
Peter Brown.....	Toronto Factory	Arthur Glenn.....	Meter	Everett Litchfield.....	Warehouse
L. S. Brown.....	Machine Shop	C. F. Goba.....	Tin Shop	A. C. Locke.....	Albany Salesman
James Brownles.....	Toronto Factory	W. B. Goolsby.....	Dallas Salesman	G. A. Longworth.....	Machine Shop
J. Brunton.....	Crating	G. H. Gordan.....	Lt. Tank Shop	A. M. Lucas.....	Denver Office
O. G. Brun.....	Frisco Salesman	P. P. Grable.....	Engineering	C. V. Luginsbill.....	Yard
Thos. O. Bryant.....	Factory Office	C. F. Greve.....	Machine Shop	E. Lutz.....	Heavy Tank Shop
C. Buachot.....	Crating	H. F. Grier.....	Toronto Factory	F. Lutz.....	Yard
A. Bucher.....	Lt. Tank Shop	F. J. Grossmann.....	Machine	Mc	
R. A. Buchmann.....	Assembling	James Gallagher.....	Toronto Factory	D. S. McClure.....	Publication
A. A. Buckmaster.....	Bldg. 29	J. M. Guyer, Jr.....	Production	D. M. McConnell.....	Exec. Engineering
J. Buerehot.....	Crating Room	H		M. E. McDewitt.....	Tin Shop
George Bugel.....	Crating	J. M. Hacley.....	Lt. Tank Shop	C. McDowell.....	Tin Shop
F. S. Bunting.....	Stock	Harry Hagemann.....	Electrical	R. B. McFadden.....	Frisco Salesman
Eugene Burch.....	Memphis Salesman	J. B. Hallis.....	Memphis Office	George E. McGill.....	Yard
P. E. Burch.....	Machine	Joe Hammond.....	Stock	Lawrence M'Ginley.....	Stock
P. W. Burlage.....	Production	J. C. Harding.....	Frisco Salesman	F. R. McKay.....	Grinding Machine
Glen Burt.....	Electrical	W. C. Harges.....	Statistical	A. R. McKinney.....	Toronto Factory
J. Buschmann.....	Warehouse	O. P. Harrison.....	Atlanta Salesman	M. D. McKinney.....	Central Sales
L. J. Byanski.....	Bldg. 29	H. A. Harter.....	Export	H. G. McLeod.....	Toronto Salesman
C		A. A. Hartstien.....	Machine	J. L. McMorris.....	Tri-State Sales
Clifford Carter.....	Production	Dayt Harvey.....	Sundries	J. H. McNamara.....	Assembling
P. E. Casey.....	Inspection	Dort Harvey.....	Sundries	M	
Darrel Cash.....	Collection	Wm. Hawthorne.....	Toronto Factory	E. E. Maggert.....	Stock Record Dept.
E. E. Chapman.....	St. Louis Sales	C. H. Heckman.....	Grinding Room	C. J. Malott.....	Stock Record Dept.
H. O. Chilton.....	Pt. Wayne Sales	Wm. P. Helms.....	Stock	D. A. Marquardt.....	Crating
L. D. Clark.....	A. G. M.	E. B. Hendricks.....	Stock Record Dept.	G. H. Marshall.....	Warehouse
P. J. Cleary.....	Machine	W. J. Henry.....	Traffic	Don Martin.....	Service
H. L. Close.....	Meter	George Hexamer.....	Harrisburg Sales	W. W. Martin.....	Denver Salesman
C. F. Cockrille.....	Washington Office	F. H. Hibler.....	Machine Shop	R. E. Matter.....	Lt. Tank Shop
Fred Colborn.....	Toronto	J. O. Hildebrand.....	Cost	E. C. Menking.....	Machine
J. E. Collins.....	Machine	F. M. Hoepfner.....	Lt. Tank Shop	J. A. S. Meyer.....	Memphis Salesman
M. Cook.....	Bldg. 29	C. F. Hohlstein.....	Toronto Salesman	H. Miller.....	Machine
George Corser.....	Toronto Office	C. Holman.....	Meter	R. C. Miller.....	Meter
S. H. Cox.....	Factory Drafting	C. S. Hooch.....	Electrical	Dan Milligan.....	Service
E. J. Crabill.....	Lt. Tank Shop	Orma Hood.....	Toronto Factory		

List of U. S. and Bowser Men in Service—(Continued)

Name	Department Previously Employed	Name	Department Previously Employed	Name	Department Previously Employed
Andy Moore.....	Toronto Factory	A. F. Remer.....	Machine	F. C. Sutton.....	Collection
M. Monroe.....	Bldg. 29	Cloyd Retzius.....	Machine	A. Swaim.....	Memphis Office
J. J. Mouglin.....	Meter	F. J. Rich.....	Crating		
C. L. Moushey.....	Paint	E. J. Reinhart.....	Service		T
E. E. Morris.....	Tin Shop	M. E. Roberts.....	Atlanta Salesman	Robert Taylor.....	Toronto Factory
H. Mueller.....	Boiler Shop	Murray Robinson.....	Toronto Office	George Taylor.....	Toronto Factory
F. E. Murchland.....	Grinding	O. P. Robinson.....	Statistical	Sam. Taylor.....	Machine Shop
J. A. Murdock.....	Heavy Tank Shop	Willis Ross.....	Warehouse	G. N. Thompson.....	Eastern Sales
Howard Murphy.....	Lt. Tank Shop	J. W. Russell.....	Order	C. C. Townsends.....	Toronto Salesman
J. L. Myers.....	Electrical			A. Trautman.....	Paint Shop
H. L. Myers.....	Publication		S	W. S. Travis.....	Boiler Shop
	N	G. F. Sarazen.....	Machine Shop	H. E. Trayer.....	Yard
G. W. Neasel.....	Service	E. Sauers.....	Crating	W. G. Trevey.....	Printing
Alex Neaves.....	Toronto Factory	G. A. Sauers.....	Heavy Tank Shop	Percy Tuck.....	Toronto Factory
H. K. Neuman.....	Machine	Arthur Schleper.....	Tool Room		V
H. W. Newkam.....	Machine	R. H. Schlabach.....	Accounting	M. C. Vail.....	Traffic
H. W. Newton.....	Toronto Factory	F. V. Schlitz.....	Heavy Tank Shop	B. Van Horn.....	Meter
R. E. Nichols.....	Meter	F. H. Schmetzer.....	Experimental		W
Ray Noel.....	Lt. Tank Shop	E. W. Schmidt.....	Salesman	D. V. G. Walda.....	Machine Shop
M. L. Nolan.....	Minneapolis Office	E. W. Schmidt.....	Central Sales	Griggs Walker.....	Atlanta Salesman
	O	C. M. Schofield.....	Washington Sales.	Thos. Walsh.....	Machine
G. M. O'Connell.....	Machine	H. C. Schuelke.....	Heavy Tank Shop	A. A. Ward.....	Accounting
Wm. F. Oertel.....	Heavy Tank Shop	K. S. Seibert.....	Publication	George Wass.....	Machine
W. C. Oese.....	Lt. Tank Shop	C. H. Seibert.....	Lt. Tank Shop	S. E. Watts.....	Machine
	P	B. A. Seiler.....	Warehouse	K. W. Watson.....	Casting
C. R. Palmer.....	Stationery Stock	R. M. Shaffer.....	Machine	K. W. Watson.....	Stock
F. M. Panell.....	St. Louis Sales	W. A. Sharp.....	Tin Shop	Geo. Weberuss.....	Tool Room
E. H. Pass.....	Louisville Sales.	George Shaver.....	Machine	J. C. Wels.....	Machine
A. K. Patterson.....	Stock	C. C. Shields.....	Albany Salesman	Albert Werkman.....	Production
Harry Patterson.....	Stock	G. Shulds.....	Engineering Dept.	A. J. Werlman.....	Stock
W. F. Paul.....	St. Louis Office	B. F. Sias.....	Albany Salesman	J. J. Werstein.....	Cost
H. M. Perrin.....	Statistical	Jess Siebolt.....	Assembling Room	J. W. Wheatley.....	Atlanta Salesman
R. J. Pequenos.....	Lt. Tank Shop	D. A. Siler.....	Order	N. B. White.....	Louisville
D. A. Phillips.....	Meter	A. H. Slagle.....	Paint	Geo. E. Whitney.....	Machine
N. D. Pike.....	Collection	J. H. Slater.....	Service	R. E. Wilburn.....	Stock
P. Pitzer.....	Meter	Fred Smith.....	Toronto Factory	Harry Wilcockson.....	Toronto Factory
E. A. Poppe.....	Statistical Dept.	C. R. Smith.....	Order	Charles Wilder.....	Production
W. G. Price.....	Paint	D. K. Smith.....	Order	J. L. Williams.....	Machine, Bldg. 29
	Q	C. R. Smith.....	Bldg. 29	R. F. Williams.....	Meter
A. Queller.....	St. Louis Office	J. M. Smith.....	Crating	W. H. Willis.....	Toronto Office
	R	B. C. Smith.....	Machine Shop	Ed Wilson.....	Boiler Shop
Lester Racine.....	Paint Shop	W. E. Somers.....	Stock	E. S. Wilson.....	Boiler Shop
John Rae.....	Toronto Factory	Herbert Spademan.....	Toronto Factory	V. Wilson.....	Accounting
E. J. Rail.....	Lt. Tank Shop	G. W. Spain.....	Stock	L. Winkler.....	Heavy Tank Shop
L. T. Rand.....	Albany Sales	O. F. Springer.....	Engine Room	Fred Witte.....	Electrical
H. S. Rawley.....	Warehouse	T. L. Sroufe.....	Machine	Alf. H. Woehner.....	Order
W. Rector.....	Lt. Tank Shop	S. Staley.....	Lt. Tank Shop	Arnold Woehner.....	Accounting
E. J. Redding.....	Meter	W. W. Stamets.....	Stationery Stock	Russel Wood.....	Grinding
W. A. Reese.....	Pittsburgh Office	C. R. Stapleford.....	Production	W. A. Woods.....	Assembling
C. L. Reinking.....	Machine	P. E. Stauffer.....	Collection	L. Workman.....	Lt. Tank Shop
W. C. Reiter.....	Lt. Tank Shop	H. E. Steinel.....	St. Louis Office	J. P. Wray.....	Statistical
		H. Stevenson.....	Toronto Factory		Y
		C. A. Stillwater.....	Salesman	L. D. Yager.....	Machine
		T. C. Stoltz.....	Engineering	P. L. Yant.....	Frisco Salesman
		M. S. Storr.....	Salesman		
		A. E. Strasser.....	Factory Drafting		
		C. E. Street, Jr.....	Frisco Office		
		P. C. Stubblefield.....	Memphis Salesman		
		S. D. Stump.....	Welding Shop		

FOREIGN OFFICE SERVICE RECORD, AUGUST 28TH, 1918

London Branch employees enlisted in the Allied Armies:

H. M. Army and Navy.

Brigade-Major R. C. Middleton, connected with the General Staff in France.

Lieut. C. B. Greenwood, connected with Volunteer Naval Reserves, stationed near Edinburgh.

Lieut. Allan T. Hunt, Durham, L. I., now serving in England. Been wounded three times.

Pte. R. A. Harris, Royal Flying Corps, training in England.

Pte. Charles Agombar, Coldstream Guards, training in England.

Capt. H. G. Waite, U. S. Regiment, Quartermaster's Department, located at Paris.

Capt. T. A. Prendergast, Army Service Corps, France.

Capt. W. A. Starley, Essex Regiment.

Lieut. T. J. Moore, Worcestershire Regiment.

Pte. George Harley, Royal Engineers.

Pte. James Harley, Highland, L. I.

Mr. S. A. Taylor worked for a short time, before the war, as a sub-salesman to his father, Mr. E. T. Taylor; was in H. M. Service, Signaller in the Gloucestershire Regiment. Killed in action in June.

Paris Branch Employees Enlisted in Service.

Lieut. G. Bunau, Infantry; Knight of the Imperial Order of the Dragon of Annam. Decorated with: Tonkin War Medal, Colonial Medal, Annam Kin-Kam Medal, Imperial Order of

China. Prisoner of war in Germany for thirty-four months. Now discharged.

P. Ducret, Infantry. War Cross for Distinguished Service, Military Medal. Discharged for wounds.

R. L. Granger, Infantry. War Cross for Distinguished Service. Discharged for wounds.

J. Joray, mobilized in a powder mill.

Lieut. P. Lallement, Motor Service. War Cross for Distinguished Service. On active service.

Lieut. G. Lamy, Infantry. War Cross for Distinguished Service. Killed in action.

J. Tillet, Infantry. On active service.

J. Vallet, Infantry. Died of illness.

G. Viel, Infantry. On active service.

I Am Public Opinion



All men fear me!

I declare that Uncle Sam shall not go to his knees to beg you to buy his bonds. That is no position for a fighting man. But if you have the money to buy and do not buy, I will make this No Man's Land for you!

I will judge you not by an allegiance expressed in mere words.

I will judge you not by your mad cheers as our boys march away to whatever fate may have in store for them.

I will judge you not by the warmth of the tears you shed over the lists of the dead and the injured that come to us from time to time.

I will judge you not by your uncovered head and solemn mien as our maimed in battle return to our shores for loving care.

But, as wise as I am just, I will judge you by the material aid you give to the fighting men who are facing death that you may live and move and have your being in a world made safe.

I warn you—don't talk patriotism over here unless your money is talking victory Over There.

I am public opinion!

As I judge, all men stand or fall!

Buy U. S. Gov't Bonds Fourth Liberty Loan

Contributed through
Division of Advertising



United States Gov't Comm.
on Public Information

This space contributed for the Winning of the War by

S. F. BOWSER & CO., Inc., Fort Wayne, Indiana
Tanks, Measuring Pumps and Oil Storage Systems

Vol. 17 Nov. 1, 1918 No. 16

COUNTY
CHAIRMAN
UNITED
WAR
WORK

YES

YES, S.B.

FACTORY
S.F.B. & Co.

YES, I'LL
DO THAT,
S.B.

S. F. B. & Co

YES, S.B.

SALES

ORDER

ORDER

YES SIR.

UNITED
NAR WORK

102

UNITED
WAR WORK
CAMPAIGN

WE'LL DO
THAT, SB.

WHAT DO
YOU ADVISE
US TO DO,
MR. RECHTE?

ITED
WORK
PAIGN

WHAT HAD WE
BETTER DO
ABOUT THAT,
MR. BECHTEL?

UNITED
WAR

UNITED
WAR WORK
CAMPAIGN

NATIONAL CATHOLIC
WAR COUNCIL
(IT OF C.)

(W.C.A.)

Our busy Genl. Manager, Mr. S. B. Bechtel is County Chairman of United War Work Campaign. Don't be "Too Busy" to do your part when called upon.

The Front Cover

Our General Manager Is County Chairman in United War Work Campaign for 170 Millions

The United War Work Campaign, approved by President Wilson, for \$170,500,000 will be conducted the week of November 11th to November 18th, 1918.

The public is asked to give this money, not to lend it. Everyone has seen the results of the work of the seven organizations who have combined to make this drive for funds. No one who thinks seriously of the effect of their work on the morale and character of our fighting men will give grudgingly. The organizations are:

Y. M. C. A. Y. W. C. A.
National Catholic War Council
(K. of C.)
Jewish Welfare Board
War Camp Community Service
American Library Association
Salvation Army

A hundred and seventy million dollars is a lot of money, but it means less than a dollar a week for each of the boys of our Army and Navy. And certainly no man in America will say that a dollar a week is too much for their cheer and entertainment—at least not if one of the boys is his boy.

The field army of these seven great agencies comprises more than fifteen thousand uniformed workers on both sides of the water and General Pershing is asking that additional workers be sent at the rate of at least a thousand a month.

They represent every type of activity—secretaries, athletic directors, librarians, preachers, lecturers, entertainers, motion picture operators, truck drivers, hotel and restaurant workers, etc. Many are bearing all their own expenses; those who cannot are paid their actual living expenses,

if single, and are given an allowance approximately equal to pay of a second lieutenant to cover their own and their families' expenses, if they have families.

In other wars, the influence of the American home has had to stop at the soldier's own front gate. All that made life comfortable and happy for him deserted him there when he kisses his family good-bye. In this war the home follows the flag clear up to the front-line trenches. That, in one word, is the story of these seven great co-operating war agencies of which our General Manager, Mr. S. B. Bechtel, is county chairman.



S. O. Williams

Member Pacemaker Club, Dallas District, 1918

We are very glad to report that Mr. Williams did not let the month of October pass before securing membership in the Club. He reached it on the 31st with 513 points to his credit. Mr. Williams has only been with us two years, but has been a Pacemaker each year, and we certainly hope he perpetuates this record. Congratulations, Mr. Williams. Here's wishing you continued success.

Changes in General Sales Department

To meet the present conditions General Sales Manager Mr. E. M. Savercool has made divisions of the work, which consolidates the department and increases the efficiency in handling the business.

Mr. L. P. Murray, who has been Manager of the Central Sales District, has been made Assistant General Sales Manager, and will have charge of the directing of all salesmen on the territory.

Mr. R. S. Colwell, who has been Eastern Sales Division Manager, has been made Assistant General Sales Manager, and will have in charge the directing of all work with district offices and sales development.

Mr. H. W. Brown, former manager of the Memphis District, has been called into the Home Office to aid in the directing of District Sales Office work in general.

Mr. L. E. Porter, who has been manager of the St. Louis District, is now located in the Home Office and will have in charge the development of factory work.

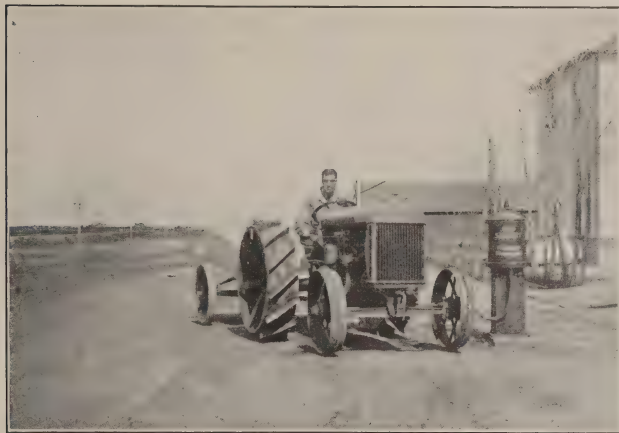
These changes will allow our General Sales Manager, Mr. E. M. Savercool, to devote more of his time to department policies, sales plans and General Executive Work.

PHOTO
NOT
RECEIVED IN
TIME FOR
REPRODUCTION

C. S. Price

Member Pacemaker Club, St. Louis District, 1918

On October 25th, Mr. Price sent in his order No. 199, which elected him to the Pacemaker Club. Mr. Price has only been with us a little over ten months, and deserves much credit for his rapid assimilation of BOWSER facts and organization spirit. His success in securing membership in the Club is evidence of his ability and persuade us that he will continue to be prominent in sales success with us. Congratulations.



CANADA ON THE JOB

The above is a picture of a Bowser Red Sentry, filling the first "Fordson" tractor to be used in Balgonie.

We are inclined to think that this progressive farmer will put in an underground storage system on his place when he has the time, rather than make the daily trips to the village Filling Station.

The alert "Bowser" salesman will no doubt, get a suggestion from this picture, on the possibilities of a field that he has not yet worked.

Standing of Forty High Men --- Volume of Business

November 1, 1918

1. W. B. Stamford.....Philadelphia	21. R. W. Maxey.....General Sales
2. J. T. Gibbons.....Washington	22. F. H. Peeples.....New York
3. W. A. Armstrong.....General Sales	23. O. T. McKissick.....General Sales
4. C. C. Fredericks.....Railroad	24. B. A. Deffler.....General Sales
5. Carver Wood.....General Sales	25. W. W. Seruggs.....General Sales
6. W. C. Halsey.....Albany	26. S. G. Adams.....Toronto
7. S. F. Taylor.....Albany	27. D. W. Darden.....Washington
8. J. J. Connelly.....Chicago	28. W. B. Offerle.....General Sales
9. G. W. Scott.....New York	29. R. D. Leonard.....Pittsburgh
10. E. L. Milliron.....Pittsburgh	30. N. Brown.....General Sales
11. C. B. Bremner.....Toronto	31. J. S. Bronson.....General Sales
12. W. V. Crandall.....General Sales	32. E. S. Stetzel.....General Sales
13. W. H. Trammell.....General Sales	33. L. L. Brown.....General Sales
14. C. L. Speight.....Washington	34. B. B. Bates.....General Sales
15. C. M. Hunter.....General Sales	35. G. P. Stovall.....Washington
16. J. G. Phipps.....General Sales	36. C. Bennett.....General Sales
17. A. G. Hartgen.....General Sales	37. R. A. Dusault.....Albany
18. C. H. Pridey.....General Sales	38. J. J. Mack.....General Sales
19. K. F. Hessenmueller.....Pittsburgh	39. R. E. Clement.....General Sales
20. H. A. Vortigern.....Philadelphia	40. W. M. Booker.....Philadelphia

A Letter From Thos. M. Lambert

Mr. Lambert, who was connected with our Dallas Office and frequent correspondent to the *Boomer*, is now "OVER SEAS." The following is an interesting letter he recently wrote to Mr. Prince:

France is a wonderful country in some ways. When the sun shines the scenery simply can't be beat, but to date, it has rained about every six out of seven days that I have been here. The people look as though they must have gone through the wars with Napoleon and they cultivate land on hills that the average American farmer would never take a second look at. That is one thing in their favor. They are extremely nice to you, but believe me when I say that you pay for everything that you get.

We are getting closer to the line at each move, and it now looks as though it won't be long before we are up to the rest of them. Not much that I can tell you but will have a full book of stories to tell when I get back to Dallas, which I see it can't be long. Think when I start back that I will put Bowser 102's all the way across the Atlantic.

We certainly wish Mr. Lambert the best of health and success in placing the 102s he refers to.

P. J. Shannon, a Thorough Worker

A salesman who might be unthinking would pass by a place from which he received a report of its having only a yearly consumption of three barrels of lubricating oil, but Mr. P. J. Shannon is not that kind of salesman. He operates under the policy: "Wherever oils and gasoline are used, there is need for a BOWSER."

His order No. 147 is a sample of the solicitation of such work, which calls for two 10-gallon Fig. 500 Outfits for the Aurora Corset Co., Aurora, Ill.

IT PAYS TO CALL ON
THEM ALL.



A. Bowserite The First Yeomanette in Tennessee

When it was found expedient to close the Memphis Office for the duration of the war, Miss Leonora Yeates, Secretary to Manager Brown, decided that it was her opportunity to enter active war service. She immediately enlisted in the United States Navy.

Miss Yeates holds the honor of being the first Tennessee girl to enlist in the yeomanette service of the U. S. Navy and, incidentally, was the first Memphis girl to purchase a Liberty bond of the second issue. So great was her desire to be of service to the government that she was willing to "scrub floors or do anything" as she expressed it, in order to get a chance to do her bit.

She was the Boomer correspondent for the Memphis Office, and we are proud to add her star to our Service Flag.

T. Cadwalader Potts was a visitor to our editorial tower last week. You know Tom is quite a philosopher. The following is one of Life's workaday observations he told us. We were talking about sticking close to one's business.

"I watched two Irishmen digging a trench the other day," "Tanks" Potts. "One of them was over six feet tall and the other was not quite four feet short. The smaller of the two dug twice as deeply and twice as swiftly as the larger.

"Hey!" I yelled at the big fellow. "Why're you let'n Mike do double the work you do?"

"Because he ought to," announced the long man. "He's twice as close to his job."

Auto Lubrication

Cost of upkeep, repairs, miles per gallon of gasoline and the life of an automobile are in direct proportion to the frictional resistance at the lubricated parts. It is, therefore, foolish economy to use any but the best lubricants. Then see that those lubricants are kept free from evaporation, dirt and dust by being stored in a BOWSER.



The above is an illustration of a Bowser Cut 101, mounted on an oil company tank truck for the purpose of supplying army trucks used for transports to relieve the railway congestion. It meets the requirements splendidly and is doing a noble service for its owner and the government.



L. W. Crow Member Pacemakers Club, Atlanta District, 1918

Mr. Crow came with us in 1913 and has an enviable record of having been a Pacemaker every year since. This means that he will be awarded the maximum prize this year. We certainly congratulate him on his splendid work.

Some day when we realize that our minds are our biggest stock in trade, we will proceed to get more out of them.



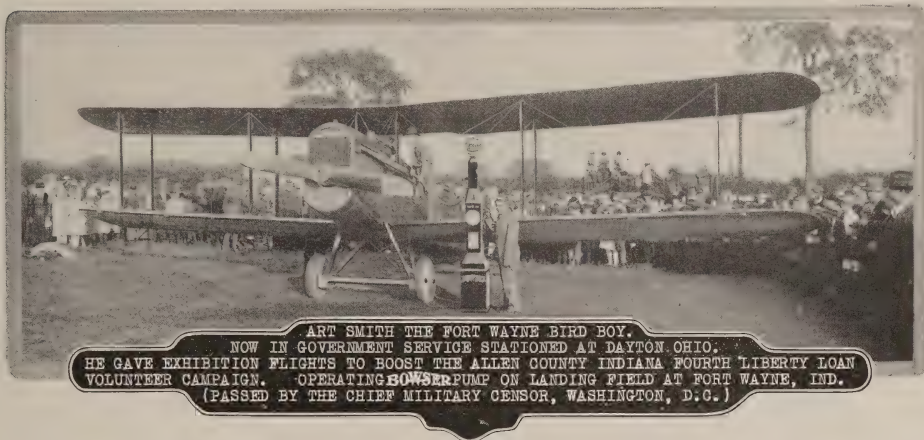
H. W. Oattis Member Pacemaker Club, Atlanta District, 1918

We are indeed pleased to announce the election of Mr. Oattis to membership in the club this year, which honor he secured with his order 513. Evidently 13 is a lucky number for Mr. Oattis. This makes him a repeater in the club and we are glad to again announce his being with us. Continued success to you, Mr. Oattis.



E. P. Dolan Member Pacemaker Club, Memphis District, 1918

Mr. Dolan, who travels for us in New Orleans, has again secured membership in the Pacemaker Club. Mr. Dolan has been with us over ten years and has always been very successful in sales work. He has been in New Orleans so long that he is recognized in that district as an authority by local and county officials, on the subject of oil and gasoline storage and he has done some very constructive work there. Congratulations, E. P., we are sure glad to have you with us.



“Food Will Win the War”

Mr. W. F. Eastman of the Pittsburgh Office visited the “Boomer” Building last week and during our conversation he told us how he solved the labor problem on his war garden.

Mr. Eastman has a splendid home in the suburbs of Pittsburgh with an ideal yard for a first-class garden. In line with his patriotic spirits, he planned the production of food “To Help Win the War” and plotted out a good space for vegetables. The old problem that always confronts the “city farmer” of how to get the spading done came up and was happily solved by the assistance of K. F. Hessenmueler.

“Alphabet” Hess came over one night and wanted Walter to help him get some fish-worms. Eastman told him that there were a lot of them out in his back yard and showed Hess where to dig. Hess wanted to start out early in the morning so concluded to dig the worms that very night. The result was Hess got a can full of worms and Eastman got his garden spaded by morning.

Eastman always has his kodak

handy, and could not resist the temptation of taking Hess's picture in the moonlight. K. F. only realized just lately why Eastman was so particular where he should dig.

Since the title of this item is “Food Will Win the War” we have nothing to say of the results of Hess's fishing trip.

The Bowser Centrifugal Gasoline Filter

Have you ever realized what a great convenience and satisfaction the BOWSER filter has been to the autoist? Dirty gasoline or naphtha with water in it is an abomination.

Many motors stop through clogged carburetor jets and from other equally simple and to be deplored causes when BOWSER Filters are not used. Perhaps the most general cause for this is the treatment which the funnel receives as a general thing when not in use. However carefully the autoist may be when filling his car with a can and funnel, the care is of no avail while the lower part of the funnel is dirty, thru being on the floor to collect dust when not in use. Always be sure to sell a Figure 135 if the Pump

has no filter, built into it like Figure 103 or 241.

Carburetor troubles are almost certain to follow the too common mistake of using the same funnel with which to fill both gasoline and water tanks.

BOWSER Systems avoid these troubles.

“High Five” San Francisco District

Month of October

H. E. MORGAN
E. R. BIRD
L. A. COFFEY
E. F. KLOTZ
C. A. MILLIMAN

S. G. Adams, of Vancouver

The business recently secured by Mr. S. G. Adams of Toronto Office is indeed worthy of mention. We note three orders dated Saturday, October 19th, and totaling 199 points. He is to be heartily congratulated in securing them on Saturday, a day which some of our salesmen believe is not a good day in which to solicit business. Fine work, Mr. Adams.



W. G. Chandler

Member Pacemaker Club,
Washington District, 1918

Now that our silver tongued orator from the Southland has entered his membership, we are sure there will be no trouble in making up a very interesting program. Mr. Chandler has been with us over seven years and is one of the charter members of the Pacemaker's Club. We really don't see how we could get along in the club without him and we are exceedingly glad he decided to join us this year. We congratulate you on your splendid success.

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J. G. Phipps

Member Pacemaker Club,
Pittsburgh District, 1918

We are pleased to again announce the election of Mr. Phipps to the Pacemakers' Club, which marks his second success in securing this honor. Mr. Phipps took to the Bowser line so readily that his sales record looks like an old timer from the very start. He makes his slogan in factory work "There is no plant too small to receive his attention and no factory so large that it frightens him." He calls upon them all and generally comes away with an order. Congratulations, Mr. Phipps, on your good work.

Working Saturdays!

We have no more right to waste labor than goods. We cannot lay off a day because we do not feel like working any more than the soldier can lay off because he does not feel like fighting. The man who works four days and then lays off two because he has made enough for six is wasteful.

Bowser Fuel Oil Systems

The shortage of coal has caused the Government to urge factories in general to turn their power plants into fuel oil burners wherever possible.

This has consequently created a demand for tank storage. A successful fuel oil system requires more than merely tanks. To operate satisfactorily a system should be properly planned by someone experienced in the requirements.

As a Bowser salesman you should be an authority on the subject in your territory. Have you studied the needs in this field? Are you familiar with BOWSER equipment you can furnish that will save the Factory Manager trouble and expense?

Study the subject and then go after the business. The Government sent a general leaflet to manufacturers giving them the following advice:

How To Conserve Fuel Oil

In seeking to avoid wastage of fuel oil the United States Fuel Administration has advised those burning oil to have their furnaces, boilers and other equipment inspected in order to stop leaks. Other suggestions made in the bulletin are:

(a) When unloading tank cars use great precaution to prevent the loss of oil when uncoupling the discharge pipe or hose.

(b) Stop all leaks in oil pipe lines, fittings, valves and storage tanks, and see that all tank openings are kept closed. Storage tanks should be equipped with steam-heating coils.

(c) Install efficient burners. Home-made burners are usually crude and consume an excess of oil.

(d) Install strainers. Dirty oil clogs the burner, slows up heating operations and increases fuel consumption.

(e) Install duplicate pumping systems, and pump the oil to the burners under a uniform and constant pressure.

(f) Install suitable preheaters in order to obtain proper atomization, clean combustion and prevent the formation of carbon. This is especially necessary with heavier gravity oils.

(g) Use pyrometers in all heating and heat treating furnaces. The operator may have good eyesight, but he cannot always judge heat by color. If there is a higher temperature than necessary, fuel is wasted.

(h) Impress upon furnace operators the necessity of conserving fuel by keeping their furnaces and equipment in the best condition possible in order to obtain the maximum of economical efficiency.

(i) Install oil meters, thus enabling you to keep a record of daily consumption and compare it with a previous data and note the decrease in the amount used.

(j) Have sufficient oil storage capacity, otherwise you may have to shut down because your oil shipments are delayed and supply exhausted. Shut-downs mean a loss of heat and added fuel consumption.

(k) Operate furnaces twenty-four hours a day when possible.

Practically all of the above troubles will be eliminated by the installation of a complete Bowser Fuel Oil Storage System.

Keep your eyes open in your territory in this field, as no doubt, from the many opportunities you can sell a Fuel Oil System.



M. A. Ashley
Member Pacemaker Club,
Atlanta District, 1918

Mr. Ashley's election should have been announced in the last issue of the Boomer as the records show that he secured 510 points in his order 782. Not having his cut promptly, his announcement slipped out of last month's edition. Mr. Ashley is one of our old timers and was a Pacemaker the first year the club was organized. He has been a repeater and we are pleased to announce him again this year. In fact, we wouldn't feel at home in the club if our friend Mr. Ashley was not with us. We certainly wish him many happy returns.

A Public Garage Order

Mr. Edward F. Klotz of the San Francisco Office has recently closed a Public Garage Order for Bowser Equipment which is one of the best orders we have received of this kind this year. It is also one of the largest public garage orders which has ever been sold on the Pacific Coast, totaling over 200 points.

The garage, which will be the largest and the best on the Pacific Coast, will be built on Post Street, just above the St. Francis Hotel. It will be a three-story structure. The second floor is on a level with Post Street and the first floor is on a level with the street at the side of the garage.

The gasoline equipment consists of three 5-barrel, 12-gauge Fig. 101 Outfits with a pump on each floor and four Fig. 121 Wheel Tanks equipped with Gallon Meters, Autograph Register

and Slip Box and Lubricating Oil Compartments.

The lubricating oil equipment consists of four 5-barrel Fig. 109 Outfits equipped with Gallon Meters to be located on the first floor, four Fig. 106 to 109 tanks, also three two-compartment Fig. 54 Wheel Tanks, and three 1-barrel Fig. 63 outfits. The equipment for distillate consists of one 5-barrel Fig. 41 outfit equipped with Gallon Meter.

In point of service, Mr. Klotz is one of our oldest salesmen who has always been very successful. This order is evidence that he continues to improve with age. The San Francisco office is sure to be congratulated on having in its territory one of the most practical garage outfits ever sold.



M. B. Long
Member Pacemaker Club,
Atlanta District, 1918

Mr. Long secured membership in the club with his order 266, which gave him five hundred points. Mr. Long has made the trip to the club and we are all anxious to greet him upon his arrival and congratulate him upon his success. Be sure to visit the Boomer Building, Mr. Long, and we will give you a birdseye of the town from the editorial tower.

DEATHS

Guy W. Wolford

The report of Guy W. Wolford's illness and sudden death at his home in Angola, Ind., has

been a severe shock to his many friends in the Bowser Organization.

Mr. Wolford was with our Sales Department for a number of years, during which time we learned to esteem and respect him. He left about a year ago to enter business for himself, in which he was doing very well until he suffered an attack of Spanish Influenza.

He passed away at his home in Angola on October 26, 1918. He leaves at home to mourn, his devoted wife, his father, Walter M. Wolford, his brother William, all of Angola, and his sister, Mrs. Clyde Shirk, of Elkhart. Our sincerest sympathies are with them in their sad bereavement.

C. W. Horner

We sincerely regret to report the death of Mr. C. W. Horner of our Washington Office. Although Mr. Horner had not been with us long, he had won us to him by his exceedingly kind heartedness and hearty co-operation, which made it a pleasure to be associated with him.

He was very successful in his work and the Washington Office as well as the General Sales Organization had come to depend upon him greatly. Our sincere sympathies are extended to his bereaved ones at home.

C. C. Hornsby

We are very much grieved to learn of the death of C. C. Hornsby at Houston, Texas, which occurred October 10th. He was a salesman under the Dallas Office and although he had been with us but a short time was doing splendidly. His many friends and associates in the Company send sincere sympathy to Mrs. C. C. Hornsby in her bereavement.



PUBLISHED MONTHLY BY
S. F. BOWSER & CO., Inc.

Fort Wayne, Indiana

Manufacturers of Oil and Gasoline
Storage Equipment

C. H. DAVIES, Editor

THE BOWSER BOOMER IS THE MAGAZINE
OF THE BOWSER SALESMEN
OF THE WORLD

It is published in their interests and its view-
point reflects their aims, activities and ideals.
Every salesman is entitled to a copy.

News items, photographs, sales arguments
from all are welcome.

Vol. XVII NOVEMBER 1, 1918 No. 15

Top of the World to You

Are you writing your orders these
days with the Gold Ever-Sharp
Pencil?

Most of us make the mistake of
thinking today is not important but
that the big days are coming.

Time is your only asset. Each
moment is a golden treasure and
the way you spend it shapes your
life.

The best way to be happy is to
try to make someone else so.

Success

The five qualities necessary to
success in selling, as analyzed by
one of the most successful busi-
ness institutions in the country,
are:

Honesty
Health
Ability
Industry

Knowledge of the business.

It will be observed that four of
these qualities are personal. In
other words, the "tenderfoot"
must come to his task with hon-
esty, health, ability, and industry.
Knowledge of the business can
be taught.

Of the five qualities, which do
you think is most important?

INDUSTRY without question.

A salesman may be honest, en-
joy fine health, possess ability and
have a thorough knowledge of
his goods, and yet without indus-
try he would be unable to make
a success.

This fact has often been ob-
served by managers, "Jack is a
capital fellow, but he's lazy," is
the way it is expressed.

See that you are industrious.
Work every minute during work-
ing hours. Success will come.

"There's just one man who can
raise your pay. Look him square-
ly in the eyes and ask him about
it—every time you shave."

Enthusiasm

The unhappiest moment in the
day for some salesman is starting
work early Monday morning.

No man or woman can be suc-
cessful without enjoying work.

It has been said, "Your work
should be so absorbing that other
interests are incidental."

Enthusiasm to salesmen is like
gasoline to an automobile. The
salesman cannot "go" without
enthusiasm. It was enthusiasm
that made it possible for Colonel
Goethals to dig the Panama Can-
al.

It is enthusiasm coupled up
with hard work that accomplish-
ed all the so-called "miracles."
The salesman who hasn't enthu-
siasm enough to believe in his
job, to believe in the goods he
sells and to believe that he is do-
ing his customers a service when
he sells them, will not have a very
large sales total at the end of the
year.

If you have not enthusiasm,
get it! Then keep it!

Twixt the "Spanish Influenza"
and the Fourth Liberty Loan we
might reasonably anticipate a big
reduction in volume of business
secured last month. However,
we are more than pleased with
the good "biz" from the branches
in general.



J. C. Ward

**Member Pacemaker Club,
Chicago District, 1918**

Mr. Ward secured membership
in the Club October 18th and we
congratulate him on his success.

Mr. Ward has been with the
Company for a good many years
and considered one of our old-
timers. He has always been suc-
cessful and has often been in the
Club. We take this occasion to
wish him continued success.

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J. S. Walsh

**Member Pacemaker Club,
Washington District, 1918**

We have the pleasure of an-
nouncing the election of Mr.
Walsh to membership in the
Pacemaker Club, which honor he
secured October 14th with 520
points to his credit. We are glad
to note the continued increase of
Senators in the Pacemaker dele-
gation from Washington. We
congratulate you, Mr. Walsh, on
this splendid success.

In a letter from Manager
Christie of Toronto, we note that
in the Victory Loan Subscription
in Canada the BOWSER organ-
ization came to the front with
76% of the employees and in
amount totaling 10% of the pay-
roll. That's a fine record. We
are proud of you.



J. W. Sealey

**Member Pacemaker Club,
Atlanta District, 1918**

We are pleased to announce the election of J. W. Sealey to membership in the Pacemaker's Club, which honor he secured in his order number 198, giving him 504 points. Mr. Sealey has been with us just a little over a year but he didn't lose any time in deciding upon entering the club. Make yourself at home Mr. Sealey. We are all glad to have you with us and congratulate you on your fine record.

PROSPECTS

The Farmer

How many of the salesmen have called on the farmer and endeavored to interest and sell him a Gasoline or Lubricating Outfit—have you?

Auto Truck and Tractor

Thousands of auto trucks and tractors are being sold to the farmers every day. This is the coming business for you. A lot of auto trucks and tractors are now in use in your territory—orders for Gasoline and Lubricating Outfits are there for you.

Fire Risks

You have far better talking points for the farmer than anyone else. The farmer has no fire protection—he cannot turn in an alarm and have a dozen engines and fire trucks at his place in ten minutes in case of fire. He has no protection and you can readily demonstrate to him the danger of having gasoline in faucet tanks and drums.

Filling Stations

Another good argument is to have him place his outfit near the road and Mr. Farmer's profits on the sale will pay him for the gasoline that he uses in auto truck or tractor. Mr. Farmer is after the dollars and, believe me, he is getting them, but he wants more. There are no more poor farmers in this good old U. S. A. and no farmer can say to you "I can't afford to buy a tank."

Do Not Pass the Farmer

When you are driving your territory, do not try to pass every farmhouse at the rate of forty miles an hour, but slow up—look around—investigate. It surely will pay you, for the farmer may have an auto, a truck, a tractor or all three. If he hasn't, he will give you the names of his neighbors who have and direct you to their homes. Go after this business. It is there for you—the farmer wants to see you.

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E. B. Wigle

**Member Pacemaker Club,
Toronto District, 1918**

Mr. Wigle secured membership in the Pacemaker's Club September 24th. He only came with us last fall and upon hearing about the club determined to be a Pacemaker this year. While his success is an honor to him it is also a satisfaction to us and we share with him the pleasure of his Pacemaker membership. We trust Mr. Wigle that you will have an unbroken record of success in the many years we hope you will be with us.



J. S. Bronson

**Member Pacemaker Club,
St. Louis District, 1918**

On October 4th, Mr. Bronson sent us his order No. 302, which gave him 510 points and made him a Pacemaker. This is Mr. Bronson's second year for his membership, and we hope that every succeeding year he will join the club. Congratulations.

On the day before Peace was declared Mr. C. C. Fredericks brought in the largest railway order of the year and one of the best the Company has ever received. We took pleasure in doing a little extra "shouting" with him in the Peace celebration. Mr. Fredericks has been securing a splendid business in the railway field and we congratulate him on this fine order.

We have been blessed with a visit from several celebrities during the past week or two. Among those at the Home Office that visited the Editorial Tower are the following:

T. C. Potts	J. S. Sheehan
W. A. Armstrong	H. C. Storr
E. J. Little	W. F. Eastman
C. Wood	J. G. Phipps
H. E. Dobson	R. L. Duncan
H. E. Conn	C. L. Powell
G. A. McCurdy	W. C. Halsev
J. C. Tibbles	W. M. Mann

Lieut. A. S. Bowser and wife were visitors to the Home Office recently and both were looking fine. Evidently life in New York agrees with them.

Gasolineless Sundays Over

Although gasolineless Sundays are over, it should not be understood by the consumers that they may resort to the old-time waste and extravagance in use as well as careless storage and wasteful handling.

The Government urgently needs oils and gasoline in vast quantities and if consumers are to continue unlimited use, it should be with care.

To give you an idea of Government shipments for war work, we reproduce the following figures given to us by H. J. Grosvenor:

	9 Months of 1918	9 Months of 1917
Crude mineral oil (gallons)	154,075,661	119,332,065
Illuminating oil (gallons)	363,065,830	490,437,667
Lubricating oil (gallons)	194,411,398	199,986,249
Gasoline, naphtha, etc. (gallons)	422,615,927	292,645,681
Residuum, fuel oil, etc. (gallons)	956,394,565	793,818,410

This makes over 14 million gallons of gasoline per month more for the first nine months of this year than for the same period in 1917.

We give you these figures in case you can use them in explaining the situation to some of your prospects.

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C. S. Robertson

**Member Pacemaker Club,
Toronto District, 1918**

Mr. Robertson's order No. 451 dated September 27th, gave to him 505 points, which elected him to the Pacemakers' Club. We heartily congratulate him on his success in joining this aggregation of these winners. Here's hoping, Mr. Robertson, that you may always be recorded in its membership.

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G. A. Samter

**Member Pacemaker Club,
St. Louis District, 1918**

Although Mr. Samter only came with us last year, he lost

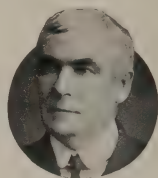
no time in securing membership in the Pacemaker's Club, which honor came to him October 21st. In securing membership in eight months, Mr. Samter has given evidence of his ability as a salesman more eloquently than we could express it in words. We congratulate you, Mr. Samter, on your attainment.



S. A. Collins

**Member Pacemaker Club,
Albany District, 1918**

Mr. S. A. Collins secured membership in the club, October 22nd. Mr. Collins is an old timer in Pacemaker affairs and is well known to the organization in general for his continued successes. Mr. Collins covered the City of Buffalo and vicinity, which territory he has worked for some time. We welcome you Sylvester into the circle of the elite.



E. P. Walker

**Member Pacemaker Club,
Memphis District, 1918**

It is indeed a pleasure to announce the election of Mr. Walker to membership in the Pacemaker's Club, which honor he secured on October the 9th. His order number 2515 secured for him the necessary points. He has been with us for many, many years, during which time he has traveled various sections of the country for us. Mr. Walker is a regular Pacemaker and he can teach those younger in the organization many points on successful selling. Be sure to meet him at the convention and ask him how he sells to the prospects that say, "They won't buy." We heartily congratulate you, Mr. Walker, on your repeated successes.

Albany's Tenacious Ten

Week Ending Nov. 2, 1918

1. J. R. SIBLEY
2. W. C. HALSEY
3. S. K. COLLINS
4. C. M. CARPENTER
5. E. L. THOMPSON
6. C. H. EASTMAN
7. S. T. ROBERTS
8. F. C. SCHUSTER
9. G. W. ELLIOTT
10. D. I. PETTS

Improvement is noted in general business; not so vigorous, perhaps, as might be desired, but an inquiry here and an order there gives one the impression that a general picking up may be anticipated from now on. With the elections out of the way and peace negotiations progressing toward an eventual settlement,

looking to an end to hostilities, it will be possible to secure better attention on the part of the business men to the oil conserving and money-making propositions which we have to submit for their consideration.

J. R. Sibley is the king-pin this week, having scored with orders from an oil company which he is educating to purchase lube oil storage equipment, specifying no less than six Fig. 105 outfits and six Fig. 41's with accessories, amounting to a fine total. It don't look as if high prices and the draft were deterring factors over east, at least not to the extent of squealing a super salesman.

Stanley Roberts steps into the spot light this week with a cash order for a Chief Sentry. One order like this usually means two or three from Robert's territory. How about the others, Stanley?

S. A. Collins came across with a case order for another "Chief Sentry" also one for a gasoline storage tank. Sylvester is a regular weekly member of the Tenacious Ten of late and will soon be a Pacemaker. Fine work, S. A.—such business is welcome.

F. C. Schuster registers with a fancy farm garage order for two complete outfits specifying Armo tanks and Fig 111 pumps, equipped with filter, hose, etc., for handling gasoline and kerosene. Fred is continually developing live prospects and drawing near that Pacemaker's membership which will soon be his.

C. R. Ross sold a private garage Fig. 125 outfit. Good work, C. R., a few more like this means a Pacemaker from Maine.

E. L. Thompson scored with a lube order specifying two 4-bbl. 64's with accessories, also a kerosene order for a 4-bbl. Fig. 19. Kerosene equipment orders are of frequent occurrence in Thompson's territory, business characteristic of a live salesman of Thompson's class.

Another near Pacemaker is G. W. Elliott, who scores this week with lube orders specifying two Fig. 52-B outfits and a Fig. 63. "Let George do it"—he does it right.

We are crediting Sam Taylor's account this week with a Power Pump Fig. 708 and two 2" pipe line measures No. 750. A few more points for a Forty-High man.

Whitney and Strout each score with a Fig. 63 outfit.

C. M. Carpenter, working in open territory landed a fine order for a Fig. 101 and accessories, F. C. W. O.,

also one for a Fig. 41 and another for a kerosene storage tank. When prospects succeed in eluding C. M.'s grasp they have to move right lively. Ninety per cent salesman and ten per cent territory is about the right ration.

Richardson landed a pair of orders for underground storage outfits for gasoline and kerosene. A few more points toward that 500.

C. H. Eastman sold a Fig. 103 outfit and a Fig. 121 pump, while Petts is credited with a 41 outfit complete for a Priv. Garage.

W. C. Halsey blows in as we go to press with a big factory order. Fine business and much appreciated.

of the main stays and a dependable producer. We congratulate you, Mr. Murphy, upon your success again this year and wish you many happy returns to the Club.



Harry Gunn
Member Pacemaker Club,
Dallas District, 1918

We are indeed pleased to announce the election of Mr. Gunn to the Pacemakers Club, which will make his third term. Mr. Gunn is very consistent in his sales work and is to be congratulated on the results he has secured this year by beating previous records.



Fred Browne
Member Pacemaker Club,
Philadelphia District, 1918

On October 31st, we received Mr. Brown's order number 499 which gave him 500 points. This is Mr. Brown's third successful year of membership, which is an evidence of his consistent salesmanship. We congratulate you, Mr. Browne, on your ability to again repeat and we wish you every success.



A. E. Moffatt
Member Pacemaker Club,
Toronto District, 1918

Mr. A. E. Moffatt, a pioneer of the Canadian sales force, has joined the Club again this year. His order number 1524 dated September 30th, gave him 514 points. Mr. Moffatt certainly has an interesting record of success in our sales organization and has been a frequent prize winner in local contests as well as in the general campaigns. He is to be especially congratulated this year for having secured membership in the Club considering the conditions he has been working under. We are indeed glad to have you with us again, Mr. Moffatt.



E. J. Murphy
Member Pacemaker Club,
Toronto District, 1918

Anyone familiar with Canadian sales knows Mr. Murphy and his splendid record of success year after year. Mr. Murphy has been connected with the Toronto District from the beginning and is counted upon as one



C. P. Law

**Member Pacemaker Club,
Pittsburgh District, 1918**

If you will look up our sales records for the last eight or ten years, you will find Mr. Law's name prominent. He has been one of our reliable producers and has a record of repeated successes. It's indeed a pleasure to again include him as a member of our prize winning organization.



C. R. Eggleston

**Member Pacemaker Club,
Albany District, 1918**

It is indeed a pleasure to announce the election of Mr. C. R. Eggleston to the Pacemaker Club this year. Mr. Eggleston has been with us for about a decade and in all the territories he traveled, in that time, he has been very successful, proving the old statement that it's one part territory and nine parts man in making success. The last several years he has made Watertown his headquarters, where he has also done considerable civic work. He is a member of the Rotary Club and has been one of the Directors of the Liberty Loan Campaign. You can depend upon some good singing if "Eggie" is in the crowd. We are certainly glad

that you will be with us again this year, Mr. Eggleston, to help us in our community singing.

A Californian Filling Station

On page 238 of the October *Boomer* we illustrated a splendid Filling Station which represents the typical Californian construction, which is the mission style.

In our description we mentioned Mr. F. E. Watt had made this particular sale, which was a typographical error, as we intended to say Mr. F. E. Walters.

Mr. Walters has been with us for a number of years and has a remarkable record as a salesman. His territory has always been Pasadena and the surrounding section and he has placed in that territory a better grade of equipment in general than has been

placed similarly in other territory.

The filling station in question is on a highway from Los Angeles to Pasadena. Mr. Walters is certainly to be congratulated on this good work.

Add these names to your list of Bowserites in Government Service:

On pages 242 and 243 of the October *Boomer* we listed the BOWSER men in service up to and including August 1st. The following names should be added to this list:

Adams Swart, Albany Warehouse.
Harry Boogush, Albany Warehouse.
F. L. Paulsen, Albany Warehouse.
P. J. Folley, Service Department, Boston.

This gives us a total of 419 Bowser employes in Government Service up to date.

Proper Installation of "Bowser" Dry Cleaning Systems

It frequently happens that when a purchaser of the "Bowser" Dry Cleaning System does the installation work himself, or hires some local plumber to do it for him, they decide to use their own judgment in the general lay-out and fail to follow our printed instructions for installation.

When our advice is disregarded, trouble in operation of the system is bound to follow. The failure to get a proper "pitch" or "fall" to all the pipes connected with the tank is one of the commonest errors. Every pipe should have a pitch toward the tank. If this is not done, a pocket will be formed in the pipe line which will interfere with the proper operation of the system. This applies to vent pipes as well as to the other pipes.

When the vent pipe is sealed the gasoline will not return to

the tank from the washers and the extractors. It makes the filling of the tanks a very slow process.

Some may wonder how it is possible for gasoline to get into a vent pipe. This is sure to happen if the tanks are overflowed when filling. The naphtha naturally runs up the pipes leading from the tank and if these pipes have a pitch towards the building rather than toward the tank, some naphtha is bound to remain in the pocket of the pipe, thus forming a seal.

Such troubles are quite easily corrected, as far as the system is concerned, but it often requires the breaking up of cement, etc., which is expensive. In these times we should conserve labor and materials in every way possible, and a little care in such matters at the time of installation always effects considerable saving later.

BOWSER BOOMER

Vol. 17

December 1918

No. 17

Be A Leader among Leaders Be a Pacemaker

18 Days Remain—Books Close Dec. 21
Make Every Day Count

You are selling the best line of its kind in the world. Your opportunity is now here to secure the biggest volume of business ever written. The splendid record of Bowser leadership is back of you.

Long before the automobile was ever thought of BOWSER was doing business. At the inception of the Motor Car Industry BOWSER was there.

In the days of the "One Linger" chugging and pounding its way, a marvel of its time yet a mere neophyte awaiting development, BOWSER saw what the future would bring and BOWSER answered the call.

The pioneers of the industry have filled their cars with gas through a BOWSER from the beginning.

It is ever linked with the master stroke of the Automobile Engineer—the acme of ultra-development, the four, the six, the eight and the twin-six.

Before efficiency experts were preaching factory economy, Mr. Bowser was selling shops and mills equipment that prevented loss of time, labor and oil.

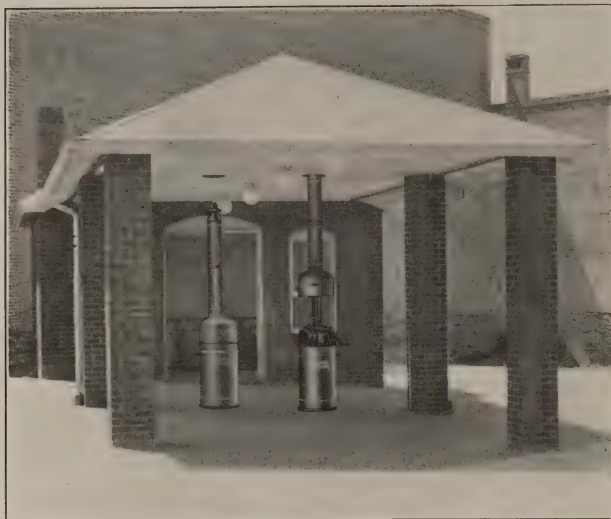
BOWSER SUPREMACY IS A MATTER OF HISTORY

Oldest does not necessarily mean best—the BOWSER reputation is built on ACHIEVEMENT. Achievement that is the direct result of quality built into our products with unquenchable enthusiasm; the enthusiasm that watches no clock, that knows no quitting. The purchaser of a Bowser knows he has the best.

BOWSER EFFICIENCY BUILDS BIGGER BUSINESS

The motorist knows BOWSER means clean gasoline and accurate measure. The dealer knows BOWSER means economy, certainty of performance and long life without repairs. The factory manager knows Bowser Systems mean a saving and safety.

Tell your story convincingly—Get at least one order a day until December 21.



**"JACK" BLOMBERG'S FILLING STATION
ASHEVILLE, N. C.**

Equipped with Two Chief Sentries, and Battery of 64's. The gasoline tanks are each of 1000 gallons capacity, and the 64's are of 5, 3 and 2 barrel capacity.

This is the finest filling station in Western North Carolina, in fact, the only **real** filling station in this section according to one of our traveling authorities. It was modeled somewhat on the Bowser station of the Moore Oil Company, of Columbus, Ohio.

It has cost the owner, fully equipped about \$3,600.00.

This sale was consummated and the plans "engineered" by that well known southern exponent of Bowser ideals, Mr. W. G. Chandler, who leaves in his wake wherever he goes evidence of Bowser culture and refinement.

Standing of Forty High Men

Volume of Business December 2, 1918

1. C. C. Fredricks.....Railroad	21. F. H. Peeples.....New York
2. W. B. Stamford.....Philadelphia	22. R. W. Maxey.....General Sales
3. J. T. Gibbons.....Washington	23. K. F. Hessenmueller.....Pittsburgh
4. W. A. Armstrong.....General Sales	24. O. T. McKissick.....General Sales
5. W. C. Halsey.....General Sales	25. B. A. Deffler.....General Sales
6. Carver Wood.....General Sales	26. S. G. Adams.....Toronto
7. S. F. Taylor.....General Sales	27. R. D. Leonard.....Pittsburgh
8. J. J. Connelly.....Chicago	28. W. W. Scruggs.....General Sales
9. J. G. Phipps.....General Sales	29. D. W. Darden.....Washington
10. G. W. Scott.....New York	30. W. B. Offerle.....General Sales
11. E. L. Milliron.....Pittsburgh	31. N. Brown.....General Sales
12. C. B. Bremner.....Toronto	32. W. M. Booker.....Philadelphia
13. C. L. Speight.....Washington	33. E. S. Stetzel.....General Sales
14. W. V. Crandall.....General Sales	34. C. Bennett.....General Sales
15. W. H. Trammell.....General Sales	35. B. B. Bates.....General Sales
16. C. M. Hunter.....General Sales	36. R. E. Clement.....General Sales
17. H. A. Fortigern.....Philadelphia	37. J. C. Long.....General Sales
18. C. H. Pringle.....General Sales	38. R. A. Dusault.....Albany
19. S. A. Collins.....General Sales	39. G. P. Stovall.....Washington
20. A. G. Hartgen.....General Sales	40. J. W. Weems.....General Sales



A. McAllister

**Member Pacemaker Club,
Toronto District, 1918**

We are certainly glad to welcome Mr. McAllister as a Pace-maker. Now that his persistent efforts and sales ability have given him the "Thrill" of making the club, we predict that he is going to keep right on until he lands an "executive" standing in 1919.

San Francisco Lubricating Outfit Contest

SAN FRANCISCO, CAL.,

Nov. 15, 1918.

Editor *Boomer*:

DEAR SIR:

Mr. Gilbertson, of the San Francisco Office, won the October Lubricating Outfit Contest in his district with fifteen outfits to his credit. He has been coming mighty strong in the last few months and was due to win. Hottel and Klotz were tied for second place with ten outfits each.

Winners in the Monthly Contest at San Francisco to date are as follows:

January	C. S. Severance.....14
February	L. D. Baker.....12
March	C. O. Hottel.....17
April	F. M. Kennedy.....13
May	C. A. Milliman.....11
June	C. A. Milliman.....14
July	P. J. Somers.....11
August	(F. M. Kennedy.....9
	(H. E. Morgan.....9
September	C. A. Milliman.....14
October	L. B. Gilbertson.....15

C. O. Hottel holds the highest monthly record to date, while C. A. Milliman holds the yearly record to date for his district.

C. Stebbins, Bowser Salesman, and Mr. J. W. Freeman

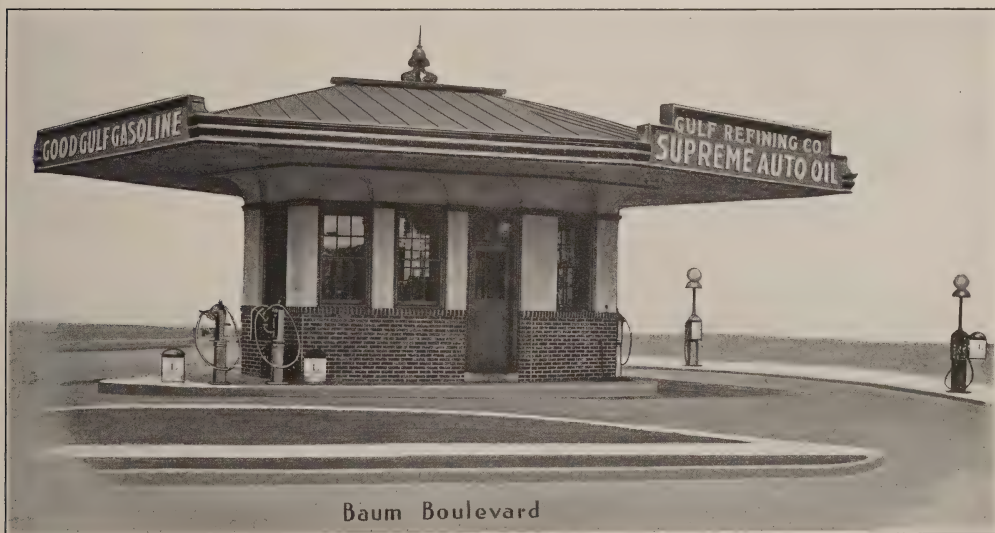
The above is a post card picture of one of our Saskatchewan representatives, Mr. C. Stebbins. Mr. Stebbins is the "small" man at the wheel, the other passenger in the car being an ex-Bowser salesman, Mr. J. W. Freeman.

The copy of a letter from Mr. Stebbins will give you some idea of the difficulties experienced in connection with the present influenza epidemic.

"This was an exciting trip I made last week dodging the Spanish 'Flu.' Took an order from Mr. Herman Schwartz for Figure 63, while he was in bed with only the window up. I slept in a harness shop with three other travellers in one bed, as hotel closed up for the Spanish 'Flu.' Some time!

(Signed). C. STEBBINS.

Mr. Stebbins only weighs about 280 pounds. Note his picture. You can form some idea of what a good night's rest the other three travellers must have had who slept with him in the harness shop.



BAUM BOULEVARD STATION

This station of the Gulf Refining Co. is equipped with seven Figure 241 gasoline systems altho only five of the pumps are shown in the picture. The station is located on a prominent city thoroughfare on the Lincoln Highway. The lubricating oils are dispensed from a battery of 64's inside the building.



The above are views of the bear Service Station at San Bernardino, California. This was formerly a small bicycle shop. A tire salesman told Mr. Baker that he might sell them a "wheel wagon." Mr. Baker convinced them that a filling station would pay at that location, drew rough plans for alterations, and helped them get lease on the next door store.

The equipment consists of three—5 barrel, Figure 101's 1-10 barrel, Figure 101, 12-2 barrel 64's, barrel drainer, track, cradle and chain hoist. This equipment was sold by Mr. L. D. Baker and since this installation he has also sold them a 10 barrel Figure 241.

When you go back to your customers for additional business, it is evidence of satisfactory goods and sales work well done.

We wish to congratulate Mr. Baker on this good work.

PHOTO
NOT
RECEIVED IN
TIME FOR
REPRODUCTION

H. E. Morgan

**Member Pacemaker Club,
San Francisco District 1918**

Mr. Morgan joined our organization just a little more than a year ago. Making the Pacemakers' Club as a comparatively new man certainly speaks well for his sales ability. We regret very much that his photo was received too late for publication, but it won't be long until we can show his picture as a 1919 Pacemaker, judging from the way he has made the '18 Club.

"Five Leading Senators"

For business written week ending November 23d:

1. S. O. BRADLEY
2. C. S. SICKEL
3. R. R. FAIRCLOTH
4. G. A. SMITH
5. D. W. DARDON

By this time you have all had Mr. Zahrt's General Letter No. 465, dated November 26th. It is most inspiring, and it can be accepted in its entirety.

Undoubtedly we are on the threshold of the biggest year of the Bowser Company's career, and that means big, satisfying incomes for each one of you, if you dig in with all your earnestness and effort to take advantage of it.

Mr. Bradley deserves special comment for having closed his first week's business as first on

the "Five High," and with 42 points. Mr. Bradley found a new opportunity for lubricating oil curb pumps. He sold three of them with 10-barrel tanks to a textile mill to be located inside of the mill; the reason for the inclosed pump being to keep the lint out of the measure and out of the oil. In addition to the three Fig. 245s, Mr. Bradley came across with a Fig. 154 wheel tank order.

Friend Sickel in North Carolina takes second place this week with some mighty nice business, amounting to about 37 points. His sales covered a 5-barrel Fig. 241, 10-barrel Fig. 41, three Fig. 63s, and a Fig. 305. His business is well balanced, covering gasoline, lubricating and kerosene lines.

"Railroad" Faircloth is up in the "Five High" again with third place, and about 23 points of business, covering Fig. 52s, five Fig. 63s, 5-barrel Fig. 128 and a Fig. 301.

Smith made fourth position this week with about 16 points of business, covering a lubricating outfit, a 5-barrel Fig. 241, a Type "C" tank and some accessories.

Darden, of Norfolk, takes fifth place with about 12 points of business, covering a lubricating outfit, a 5-barrel Fig. 125 and accessories.

In addition to the five "Top Notchers" last week, Billings and Corbin each closed 11 points of business.

We are looking for bigger things from all of you this coming week. It started off fine so far, and we hope it keeps up, so that we will have a good week to record.

Those of you who are within striking distance of the Pacemakers' Club, get busy, as there are only four more weeks of business. *Nail this prize this year.*

E. B. FRENCH,
District Manager.



I. K. Jacobs

Member Pacemaker Club,
Pittsburgh District, 1918

Although Mr. Jacobs hasn't confided in us, we suspect that the "K" stands for "Kan" because Mr. Jacobs *did*. Regardless of what his incentive was we know that he has certainly made good with the "House of Bowser." We are sure that his genial smile had something to do with it because everybody likes to buy from the man who is so pleased with the line that he *smiles*.

"Mr. and Mrs. Allen J. Frank-berger, of 5417 Cedar Avenue, announce the engagement of their daughter, Miriam Elizabeth, and Mr. Fritz H. Lowe, of this city (Philadelphia), and Easton."

Mr. Lowe came with the Bowser organization Jan. 22, 1917, and became a Pacemaker that same year on Nov. 9, 1917. This year entered the Pacemaker class with 529 points on November 6. Mr. Fritz Herman Lowe has always been a consistent plugger, a Bowser Booster, wherever he went, to the extent of securing sufficient amount of business to always make him a winner in our line. Mr. Lowe has made a success of the Bowser line, and has a host of good friends in his territory. It is predicted that in 1919 he will enter the Pacemakers' Class several months in advance of this year.

Mr. Lowe has been a salesman under the jurisdiction of J. W. Runyan ever since he has been with us.



This photo shows a section of an American air fleet flying across Jamaica Bay. This picture was taken from an airplane. Note how sharp the details are.

SAXON DEALER TAKES ON AEROPLANE LINE

The time is not far distant when we shall see our land dotted with buildings bearing a sign as follows: "Garage and Hangar—Motor Car and Airplane Repairs." In fact, already one retail motor car firm has taken on an airplane line, and while sales of the sky cars are slow, the agency has been profitable as an attraction and advertisement for the motor cars.

The Summit Motor Car Company, Saxon dealers at Seattle, Wash., not only deal in Saxon sixes but is prepared to sell an Angelus airplane to any individual who has had all the thrills of fast travel on the ground and now wishes to do his touring above the house-tops.

Sign Here

It's when you get all through, have used all your arguments, shed forth all your personality, nursed your case along with all your skill and care, and come at last to the clincher, and lay your paper before him and hand him your fountain pen and say, "Sign heer." There's the rub.

Will he sign? After all the nibbling, will your fish bite? Are you going away with that order in your pocket and glee in your heart, or with a sinking sense of defeat?

Many start; new finish.

You may know the rules of salesmanship and the arts of approach and the psychology of persuasion, but do you get what you go after?

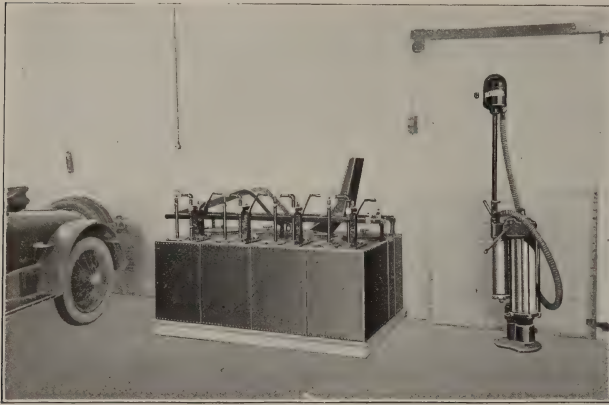
This supreme moment of inducing your man to "Sign here" calls for your finest technique; it is the test of your ability; it is

the nicely balanced issue that determines whether you are a success or a not-quite.

It not only calls for all your forces, but for an exquisite balance of them. For you must be convincing, but not too convincing; pleasant, but not too pleasant; indifferent, but not too much so, and insistent, but just exactly insistent enough.

It's a great game. In billiards the variation of your cue by a hair's breadth may cause you to miss. In golf you must bring to your stroke the finest gradation. In target practice you must have perfect accuracy if you would hit the bull's eye. But getting a man to "Sign here" calls for an even more careful mental balance, for the most delicate play of the feelings, for all your shrewdness, your nerve and your self-control.

J. W. RUNYAN.



**BOWSER EQUIPMENT IN USE AT THE COMMERCIAL
GARAGE OF THE DAYTON METAL PRODUCTS
CO., DAYTON, OHIO.**

Above is an illustration of a representative Factory Garage installation. The equipment consists of a 10,000 gallon underground tank for gasoline, with a Cut 101 pump and a battery of Cut 64's for light, medium and heavy motor oil and transmission oil. The pump for the latter oil is double-gearred however.

This sale was made by Mr. Carver Wood and is the kind of business that put Mr. Wood in the list of Forty High Men.



C. C. Fredericks

**Member Pacemaker Club,
Railroad Department, 1918**

Mr. Fredericks secured membership in the club July 8th with his order No. 465. His announcement should have taken place promptly but due to the fact that Railway Salesmen are not eligible to any executive offices in the club the clerk in the Statistical Department confused this with the idea that their membership was only honorary and not to be reported. We trust Mr. Fredericks will pardon this error and we wish to assure him that he will receive his full prize money and all the honors that accrue to his splendid acquisitions.

He has been with the organization for more than five years, during which time he has held various positions of responsibility with credit to himself and satisfaction to the company. His modesty prevents us from saying all the nice things about him but if you know him, we don't need to tell them to you.

We wish to express to you our deep appreciation of the beautiful flowers sent to us during our recent bereavement and for the message of sympathy and love which they conveyed.

MRS. GUY WOLFORD,
MR. WALTER WOLFORD
AND FAMILY.



F. C. Schuster

**Member Pacemaker Club,
Albany District, 1918**

You can tell from F. C.'s determined look that he never had a doubt but what he would be a 1918 Pacemaker. We had been expecting him "to arrive" for some time because he has made a fine record in the past, having been a Pacemaker four years. If he keeps on at the rate he's been going, he soon will have five consecutive years to his credit. We will wager he makes it five straight.



C. H. Knodell

**Member Pacemaker Club,
Toronto District, 1918**

We were never in doubt about Mr. Knodell's "coming under the wire" as a 1918 Pacemaker. He made the club last year in good shape and we are sure he is going to give some of our other Canadian friends a big run for their money when the race for the 1919 club opens up. With the war over, he is going to bring in the biggest business he has ever had. Keep up the good work.

**BOWSER
BOOMER**

PUBLISHED MONTHLY BY
S. F. BOWSER & CO., Inc.
Fort Wayne, Indiana

Manufacturers of Oil and Gasoline
Storage Equipment

C. H. DAVIES, Editor

THE BOWSER BOOMER IS THE MAGAZINE
OF THE BOWSER SALESMEN
OF THE WORLD

It is published in their interests and its viewpoint reflects their aims, activities and ideals. Every salesman is entitled to a copy. News items, photographs, sales arguments from all are welcome.

Vol. XVII DECEMBER 1, 1918 No. 16



Peace!

Now that the country has settled the gigantic war problems, the business of U. S. industries is to prepare to ride ahead on the prosperity wave. The business that is not ready will fall by the wayside. It's a national as well as an individual duty for you to put every possible bit of energy into the work of readjustment.

What are some of the things to do?

First of all—get the right mental attitude. The *Saturday Evening Post* recently said: "What business conditions are after the war will depend first of all upon the state of our minds. If we keep our courage, our punch, our common sense, try hard to harmonize our differences and pull together, we shall have good times, otherwise we shall have bad times."

Reconstruction and deferred improvements will create tremendous demands for materials and labor. Plans that would have

looked too big in 1913 will now look small.

Watch your credits with double care; better still, insure them, thus preserving the stability of your resources. Start an aggressive personal sales campaign. See to it that your plans are efficient—everything shipshape.

Peace will not immediately end the transportation problem. Nor will it lower prices. History teaches that war fixes a permanent level higher than the preceding normal level. In our own business—the manufacture of well-known Bowser products—we have been preparing along the lines suggested. We are ready for whatever the future may bring. We offer you real co-operation because we have a considerable stock of all standard equipment ready to ship, prepared to give you unusually quick delivery.

Our entire organization is at your service, to help you put your personal affairs into the most effective shape for the readjusted activities. Will you let us help? Teamwork will benefit both of us.

Mr. J. A. Conrad, of Omaha, Neb., was the first salesman qualified for one of the gold pencils being given away by our General Sales Manager, Mr. E. M. Savercool. He has just received a new consignment of beautiful, gold embossed "Ever-Sharp" Pencils, which he will be glad to distribute without cost to salesmen who qualify under the requirements.

Simply secure an order for two Fig. 103s or two Fig. 101s. Merely send a memorandum to Mr. E. M. Savercool, mentioning the number of your orders, and immediately upon receipt of it, he will mail you one of these new pencils.

The needs of Europe demand the activities of American industries in all lines. These needs alone are enough to give a wave of prosperity to our nation. Read the following:

From the Cleveland Plain Dealer, Nov. 12th, 1913

...of great prosperity, throughout the United States. Tonight the statement was authorized that the French government alone will come into the American market for goods of all kinds, manufactured and in the raw state, totaling in value something more than \$10,000,000,000. The needs of France alone are sufficient to keep the factories and workshops of the United States going at top speed for an indefinite period. There are many other enormous orders, already tentatively placed, from

The clipping shown above is an example of the information which is going all over the country since the armistice was signed.

That there is going to be an immense demand for our goods is certain.

You want your share of it and probably have laid your plans to go after it vigorously.

Those who will get their share are the ones who are up and doing, instead of sitting around croaking to everyone that will listen to them of what a struggle the reconstruction period is going to be.

Stop using the word reconstruction. It has no significance to conditions in America.

Line Up!

It ain't the guns, nor armament,
No funds that they can pay,
But the close co-operation
That makes them win the day

It ain't the individuals
Nor the army as a whole
But the everlastin' team work
Ov ever bloomin' soul.

—Rudyard Kipling.





Textile Plants Need Good Lubricants and Oils Should Be Properly Stored

By John Rome Battle, M. E.

The great demand for textile products occasioned by the war has necessitated the operation of our textile plants to their full capacity, and has to a greater extent than ever required that careful consideration be given to the question of scientific lubrication of the mill equipment.

Not only have the men composing the armies required great quantities of clothing, blankets, tentage, etc., but the demand for textiles has been influenced by the strategy of the campaigns. Great quantities of jute sandbags, materials for airplane wings, gas masks, driftnet shishps, webbing for belts and shoulder straps, felt for cartridge wads, haversacks, pouches, packs, stretchers, powder bags for the artillery, etc., have been required.

Textile machines must be carefully protected by suitable lubricants, as the machinery manufacturers are loaded with orders, and machines that were due for scrapping several years ago are necessarily still working, so that breakdowns must be repaired by patchwork. Even after peace comes textile machinery will be high in price, and probably will stay so for several years.

All of which leads to the fact that there is not only a great demand for lubricants in the textile field, but this lubrication must be correctly worked out and applied if the greatest output from our mills is to be realized, and the machinery conserved.

In the lubrication of textile mills there are several important factors, viz.—(1) rate of production; (2) stained goods; (3) mill conditions; (4) power costs and losses; (5) replacement costs and possibilities; (6) power transmission losses.

Best Lubricants Needed

It is necessary to run machinery at its highest possible speed, if the highest rate of production is to be realized. Machinery run at high speed and full load, requires the best form of lubrication. It is therefore vital that the lubricants used should provide satisfactory lubrication for the longest time possible without the need for frequent successive applications.

In all mills there is a substantial fixed expense, which is based on the average loss resulting from stained goods, due to the lubricant dripping or being thrown onto the fabric. Such a stain not only interferes with the dyeing of the fabric, but also impairs its strength and, therefore, fabrics so stained are usually rejected. It has been demonstrated both by practice and experiment that an oil stain on a fabric due to lubricant dripping or thrown from a bearing after it has passed thru the bearing and absorbed metallic wear, cannot be successfully removed from the fabric. It is therefore necessary to select a lubricant for textile machinery which will exactly meet the lubricating requirements as to body and other factors, and at the same time is sufficiently adhesive to metal to prevent throwing and dripping.

One of the indirect factors of textile lubrication is the comparative cleanliness of the mills. It is a well-known fact that operators can turn out more and better work when the

mills are well lighted and clean. Consequently it is important in connection with textile mill lubrication that the lubricant possess the correct viscosity at the working temperatures, and be used in just sufficient quantities, so as to avoid waste, and thus prevent to the greatest possible extent oil soaked floors, which are accumulators of dust. Floors impregnated with oil are also a danger from the standpoint of fire risk.

There are few industries where the number of bearings and other lubricating points are greater than in textile mills. The large number of bearings multiply the friction losses so that in the aggregate they may be very large. The power losses in line shafting are usually great in these mills, partly due to poor alignment of the shafting and materially to poor lubrication. Ball and roller bearings are increasing in use for shaft hangers, etc., but the old style plain bearing is still widely used, either with or without ring feed.

Replacement Costs

Lubrication of textile machinery is a very important factor affecting the life of the machines, and hence the replacement costs are proportional. Correct lubrication can be secured at a minimum cost as compared to the cost of the machinery.

The shortage of men has increased the cost of repair time, and since the majority of replacement costs in the textile mill are traceable to defective lubrication the possible saving is evident. The value of a machine and the life of its productive power is dependent upon its component parts, and these are dependent upon the effectiveness of the lubricant supplied.

It has been estimated by a competent authority that the average cost of power to manufacture a textile fabric is about 10 per cent of the mill selling price. Thus a saving of 25 per cent in power cost will permit of an additional profit of 2.5 per cent on the product. This fact offers a strong argument to mill owners to induce them to use the best and most efficient lubrication.

The operation and lubrication of cotton machinery will be first described, and then the treatment of wool and the manufacture of its products.

Lubrication of Cotton Machinery

When the cotton is received in the bale it is opened and dried. It is then put thru the "opening and mixing machinery." "Bale breakers" are used to open the stock. They consume about 4½ to 5 horsepower and the speed of the driving shaft is about 450 r. p. m. There are scald lubr the machine and for their lubrication a cup grease of No. 2 or No. 3 consistency is recommended.

A suitable oil for the general machine lubrication would have a viscosity of about 250 Vis. Say, at 100 degrees F. If a semi-fluid lubricant is used one having a consistency of about one-half the consistency of vaseline is recommended, it being sufficiently free flowing to permit of application with oil can having its spout slightly enlarged.

The stock next passes to the "breaker lapper," which cleans the raw stock and converts it into "lap."

The driving shaft speed of this machine is about 430 to 440 r. p. m., and it requires about five to eight horsepower to drive it. The same lubricants are recommended for the "bale breaker" can be used.

In the case of the better grades of cotton the stock is next put thru the "finishing lapper," which cleans the stock better and adds another process to the "picking."

This machine requires about four to five horsepower for driving, and the driving speed is about 435 r. p. m. The same lubricants as recommended for the preceding machine are satisfactory for this machine. There is an "evenery box" on the picker, which contains a worm and gear that run at about 1,500 r. p. m. This is usually equipped with an oil tight case, and for its lubrication a semi-fluid lubricant of about three-quarters the consistency of commercial vaseline is recommended, altho in many mills oil of good viscosity is successfully used.

For picker machinery equipped with ball bearings, which are rapidly coming into use for all kinds of cotton machinery, a soft grade of grease of about the same consistency as vaseline is recommended. This grease must be strictly free from free alkali or acid and should show no tendency to separate.

Carding Process

The cotton comes from the pickers as "lap" and is then carded, where the fibres are made parallel, by means of revolving cylinders covered with many teeth. These machines are called cards.

A revolving flat card requires about .85 horsepower for driving when on 36 grains, producing about eighty pounds per ten hours, running at about 165 r. p. m. of the cylinder. The "main cylinder," "doffer cylinder," and "licker-in" of cotton cards are often equipped with ball bearings. One of the most important points in connection with the lubrication of cards is the care that must be taken to prevent the lubricant from getting onto the "card clothing," as the fine teeth on the cylinder are called. This ruins the clothing. Probably the most important point, requiring lubrication on a card is the "comb box." This is the mechanism for actuating the "comb," which takes off the lap from the doffer cylinder. There is a combined rotating and sliding movement in this box and the comb shaft oscillates at high speed.

By far the most satisfactory lubricant for the lubrication of the comb box is a semi-fluid lubricant of a consistency about five eighths that of vaseline.

Good lubrication is essential in the comb box because if the eccentric or fork wears there will be free play and a vibration will be set up loosening the comb posts that hold the end of the blade of the comb, and as a result the comb teeth will come into contact with the wire on the doffer.

The speed of the "doffer slow motion" is about 13 to 15 r. p. m. The gears of this motion should be lubricated with a No. 3 grease. For the open wells on the cylinder shaft bearings, a No. 3 grease is recommended. On some types a semi-fluid lubricant of three-fourths consistency of vase-

line is recommended, or an oil of about 275 viscosity Saybolt at 100 degrees Fahr. for paraffin base, or about 350 viscosity for asphalt base oils. For those machines equipped with ball bearings, a grease having about the same consistency as commercial vaseline is recommended. The grease, of course, must be strictly neutral. For cylinders equipped with self-oiling boxes, use a semi-fluid lubricant of five-eighths the consistency of vaseline, or an oil of about 275 viscosity saybolt for paraffin base oils and 350 viscosity Saybolt for asphalt base oils. The "licker-in" bearings should have the same lubrication as the above.

Use of Drawing Frame

The "slivers" are now composed of fibres that a slight pull will bring straight and parallel, for which purpose the "drawing frame" is used. It consists of a number of sets of rollers, the front roller having a faster speed than the rear, so that as the silver passes thru them a slight pull results. For the "draught gearing" of drawing frames, roll bearings, "cam tables," etc., a semi-fluid lubricant is recommended, having a consistency of about five-eighths the consistency of vaseline, or an oil of about 250 viscosity P. B. or 300 viscosity A. B., may be used. The lubricant used should have sufficient body to prevent creeping onto the rolls. The front rolls run about 250 r. p. m. Some machines are equipped with ball bearings, which should be lubricated with a very light neutral grease. The gears should be supplied with a No. 3 grease.

For the lubrication of "slubbers," "intermediates" and "roving frames," the following lubricants are recommended: For the "differential motion," No. 3 cup grease will give the best results. For the "cams" and "draught gears," a No. 3 cup grease, and for the "roll necks," a flowing grease of about five-eighths the consistency of vaseline, or an oil of about 200 viscosity (P. B.), or 250 viscosity (A. B.). These machines give a draw and twist. On some machines a grease cup is provided for every four spindles, and for the "spindle steps," a medium bodied spindle oil is used.

The spinning operation is intended to draw out the cotton roving to the desired diameter and to give it a twist. The oldest method of spinning is the mule frame. This machine has spindles mounted on a carriage, which is moved in and out with reference to the rolls which are stationary. When the spindles are moving away, the stock is being delivered at a slower motion than the speed of the carriage, so that a slight pull results. The carriage then stops and the spindles revolve giving the twist. The yard is then wound on the spindle, the carriage moving in toward the rolls and the operation is repeated.

In "ring spinning" the drag on the yarn is obtained by means of a "traveler" and rolls. The traveler, a "D" shaped piece of wire, that fits loosely on the right that has the spindle in its center. The yarn is brought down thru the traveler, and as the spindle revolves, the traveler is carried around the ring, but the drag it offers tends to give both a twist and a pull to the yarn. Various kinds of lubricants have been used in the lubrication of the rings and travelers ranging from lard oil and tallow to white talow greases.

Required Speeds and Power

The power to drive a ring spinning

frame is dependent upon the following factors: Lubrication, number of the yarn, speed and weight of the spindles, the length of the traverse, the diameter of the rings, the temperature and humidity of the room and the tension on the bands.

As a typical illustration of speeds and power required on ring spinning frames the following test results are given:

Frame of 472 spindles (No. 33s yarn); plain cylinder bearings:

Cylinder Speed	Spindle Speed	Power Consumed
	r. p. m.	H. P.
790	8,500	4.90
1,000	10,000	10.92
For a frame of 364 spindles (24s)		
820	8,220	4.133

"Oil fly" in combination with tight running cylinder bearings results in slippage which amounts from 10 to 15 per cent.

In the case of tape driven machines the cylinder bearings are subject to tape pull, all on one side of the bearings, while on band drives, this pull is equalized. These factors must be taken into consideration in connection with the survey of lubricating conditions.

Lubrication of Spindles

When the spindles are well lubricated the easy driving will produce more uniform yarn and the full theoretical twist. Belt slippage will also be reduced. In running lubricating tests the question of humidity must be considered, also the spindle bearing temperature and the condition of the bands.

It is essential that spindles be lubricated with a free-flowing light oil. The oil should have as low a per cent of evaporation as is possible, and as an illustration, when the oil is heated for twelve hours at a temperature of 150 degrees Fahr., it should not lose more than four per cent. The flash of any oil used in the lubrication of spindles should not be below 350 degrees Fahr.

For mule spindles, cup spindles, open bolster spindles, etc., a spindle oil having a viscosity of about 100 Saybolt at 100 degrees Fahr. P. B. is recommended. Excessive viscosity of spindle oils will greatly increase the friction load on the mill, as a slight unnecessary friction increase is multiplied a great number of times due to the large number of light, fast-moving bearings in these mills.

For the general lubrication of ring spinning frames, cap spinning frames, etc., an oil of about 150 viscosity at 100 degrees Fahr. (P. B.) or 175 (A. B.), is recommended. For the general lubrication of mule spinning frames an oil of 275 viscosity (P. B.) or 375 (A. B.) is recommended.

The size or capacity of a spinning mill is usually given as to the number of spindles in operation. The spindle has been thru a long period of development, as is evidenced by the fact that there are over 500 patents covering improvements on it.

Parts of the Spindle

The parts of the usual spindle are the spindle blade, the whorl, the oil cup, the oil filling tube, and the spindle rail on which the spindle is mounted. The end of the spindle is blunt and bears on a plug or "bolster," as it is called.

It is a good rule to oil all spindles during the noon hour, and a boy should be specially assigned to this

task. Remarkable results are possible in spinning mills with more careful lubrication.

The tension of the bands on whorls should be watched, as excessive tension will greatly increase the friction load, while too little tension will cause slippage. The tension of the bands on the whorls should be about two pounds. These bands are usually made of twisted roving.

The temperature of spindle bases usually runs at about 15 degrees Fahr. above the temperature of the spinning room. One of the quickest ways to indicate friction reduction is evidenced by a reduction in the temperature of the bases.

The rails are usually washed about once a week and they should then be oiled.

The next article will describe the lubrication of looms and other textile machinery.

The Suggestion Committee Re-organized

Even though it is not the intention to publish in *The Boomer* reports of the suggestion bulletins that are issued from time to time, we feel that managers and salesmen will be interested in learning through these columns that the suggestion committee and its method of operation have been entirely reorganized.

The members of the old committee were transferred to other lines of work, which caused a delay in investigations for some time past.

The new organization is such that it will prevent a similar condition and every suggestion hereafter will be promptly acknowledged upon receipt and thoroughly investigated. After the investigation, reports and awards will be made immediately.

The present committee is: I. E. Newman (Chairman), J. O. Goff (Secretary), A. S. Bunting and T. W. Littlewood. These gentlemen are especially capable of investigating and passing on the merits of any mechanical suggestion, as their work brings them in daily contact with the mechanical features in detail of all of Bowser products.



F. H. Lowe

**Member Pacemaker Club,
Pittsburgh District, 1918**

Lowe being a comparative newcomer to the organization hasn't prevented him from being "High" when it comes to making his 500 points. He found out in 1917 how easy it was to become a Pacemaker so he repeated the act this year, having been elected a member of the club November 9. The best of it is he has determined to beat his present record next year. Here's success to you, F. H.

The Building Industry Booming

In Chicago alone construction involving millions of dollars is on the boards ready to proceed. Here are a few of the more important projects: Bank and office building, La Salle and Jackson, \$5,000,000; New Board of Trade, \$4,000,000; Methodist Church block, \$2,000,000; New Stratford Hotel, \$4,000,000; Blackstone Hotel addition, \$1,500,000; Congress Hotel addition, \$1,500,000; Union Passenger Station, \$5,000,000; Northwestern Railway freight and produce station, \$3,000,000; Bunte Brothers' factory, \$1,500,000; Augustana Hospital, \$1,500,000.

You will note that this is only large work. It is by no means all work for which plans have been prepared by Chicago architects. It does not include the thousands of residences and apartment houses ready for the

word; nor the great industrial plants which must be built to care for increasing trade and manufacture.

And this is for Chicago alone. Construction in other western cities will proceed in similar volume. The largest bank in Minneapolis says that city will exceed its greatest previous building year, during which \$21,000,000 was spent.



P. S. Cornell

**Member Pacemaker Club,
Toronto District, 1918**

"Please Sign" Cornell has made such good use of his initials that he is again a Pacemaker. He realized their significance the very first year he became a "Bowserite" and practiced their use so much that he became a Pacemaker right "off the bat" in 1915 and he's been at it ever since. May he ever continue to "sign 'em" up.

The Threshold of Prosperity

The man who talks "calamity and trouble ahead" is looking through the wrong end of the telescope; he is blind to the world about him; he is totally ignorant of existing facts and conditions; he has not even begun to analyze the situation—take him in hand and show him the light.

Bounteous crops and good prices have put greater purchasing power into the hands of the agriculturist — the governor of prosperity. Building of all kinds, except for actual war needs, has been at a standstill for more than a year; there has been no road-making; the purchasing of luxuries has had a sharp decline; farm machinery of all kinds, automobiles and innumerable other kinds of articles, implements and equipment have been under the ban during the crisis in order to divert mechanical and human energy to the quick and successful culmination of the war. Now that the war is over it is clear what is going to happen. Plants working on government requirements were enlarged to increase production. These plants must now turn to peace-time products; they must be kept busy, and it is reasonable to conclude that they will be when we consider that their regular lines have been off the market for so long and the needs for them have piled up during the war period. Real estate operators, building contractors and material concerns are preparing for unprecedented activity; road making machinery plants will be taxed to meet the demands for their equipment; automobile factories will have to meet the accumulated demand for cars.

The thrift campaigns in connection with the Liberty Loans and War Savings Stamp Drives have taught the people to save, and they have saved. The purchasing power of the individual has greatly increased; labor is being paid a higher plane than it has ever been in the past. This is an indication of better and bigger business for everybody;

Albany Tenacious Ten

1. W. C. HALSEY
2. C. R. EGGLESTON
3. S. F. TAYLOR
4. D. F. HERNON
5. F. F. RYDER
6. J. S. WHITNEY
7. F. H. RICHARDSON
8. C. H. EASTMAN
9. J. R. SIBLEY
10. F. C. Schuster

It is gratifying to note that we have secured about 100% of our quota this week, but this gratification is not unmixed with regret that a greater number of the salesmen are not represented in the volume. Two or three salesmen have secured the major portion of the results.

The great Christmas holiday will no doubt be a slight interruption to the business this month, but we are urging each and every man to get on the job early Monday morning and remain until Tuesday night, and then right back at it for Thursday, Friday and Saturday. If we have the concerted efforts of every man in the field the next few weeks we will show a nice gain over the business secured in November. This, however, will not be an easy task and will require that every man do his very best. You will enjoy your Christmas turkey much better if you consider that you have about a thousand dollars' worth of Bowser goods to sell before you are to partake of that festivity. 'No excellence without great labor,' you know; therefore, let's labor just as hard as we can to whet our appetites as well as the knife with which we carve the national fowl.

The armistice is signed; we

are on the eve of peace. "Peace on earth, good will toward men" is the prevailing spirit today and it can be carried right into our every business transaction. Let us study our proposition and be competent to present it in such a way that the trade will imbibe that feeling of real service that you are rendering them in Bowserizing their business.

A few days ago the fire inspector was looking over this building and when he came into my office he was really enthusiastic about our goods and volunteered this remark: "Do you know that you people save more lives than any other concern in the world by providing these safety devices for handling gasoline? It has reduced all hazard of handling this dangerous volatile." This is just the attitude that fire preventive officers take relative to our equipment. It behooves us to get the same viewpoint and I believe if you will, our sales will be materially increased. Make it a life-and-death matter when you encounter a prospect who really needs the protection of Safety First Bowser outfits.

W. M. MANN,

Wider Use of Oil as Fuel Foreseen

Heads of a few oil marketing organizations who are looking forward and endeavoring to anticipate the development of the oil business in this country in the period after the war believe that oil, principally Mexican fuel oil, will be used in the East in innumerable places to furnish

power and heat where coal is now used.

They point out that oil is now used for this purpose in California, where oil is comparatively cheap as compared with coal, to an extent that is little appreciated in the East, where the low cost of coal in the past has made but little incentive to look for a substitute. Oil-burning equipment is used on the Pacific coast in heating homes, apartment houses, public buildings, to operate blast furnaces, brick and lime kilns, smelting furnaces, bottling works, breweries, laundries, bakeries, and in many other industries. Installations to burn oil are put out in such small units as to heat cooking ranges in private homes.

The designs of burners have been improved until they do away now with the old-style blast burners that concentrated the heat on a very small area of heating surface and sooner or later burned it out. Rotary burners are used to a good extent for satisfactory atomization in small installations, the power being furnished by a small motor.

The various makes of equipment have been safeguarded so there is comparatively little danger of accident through the oil feeding too fast, the power operating the burner or oil pump being shut off or other causes.

It is believed the market for oil-burning equipment will be largely increased throughout the East, as Mexican fuel oil, a great part of which is around 16 B. gravity, is put on this market after the war ends. This product can be marketed here, it is said, at a price that will result in a considerable saving in its use over coal even at pre-war prices. An additional advantage of the use of oil is the small amount of care it takes as compared with coal equipment.



R. D. Eckeberger
Member Pacemaker Club,
Memphis District, 1918

One of our regular duties each year is to tell the Bowser Organization a few words about our old-time friend, R. D. Eckeberger coming into the club. Transferring the work of the Memphis Office to Fort Wayne didn't frighten him a bit. He just hustled all the more and made it. He was a Pacemaker in 1915 and a Director in 1916 and 1917.

First Hunting Accident of Season Is Reported

We are very sorry to learn of the accident that befell R. D. Leonard's family while he went on a hunting trip.

The following is a reprint from a newspaper account of the affair:

FIRST HUNTING ACCIDENT OF SEASON IS REPORTED
Mrs. R. D. Leonard, of North Avenue Is Painfully Hurt While Gathering Nuts Saturday.

What is believed to be the first hunting accident in the vicinity of Washington happened Saturday when Mrs. R. D. Leonard, of North Avenue, was painfully, although not seriously wounded. Mr. and Mrs. Leonard together with some relatives from Pittsburgh, were hunting on the family farm about three miles from Canonsburg. The ladies in the party became separated from the men and were gathering hickory nuts just atop a bank above them.

A rabbit was bounced and made directly towards the bank, and one of the men fired, not knowing that the women were directly in range. Nine shots from the load lodged in Mrs.

Leonard's lower limbs. She was taken to a house about a mile away where Dr. McDonough and a doctor from Pittsburgh summoned, probed the wounds, removing the shot. Although her hurts are painful they are not considered serious. She is resting easily at her home.

When we last heard from Mr. Leonard we heard his wife is improving splendidly and that there would be no serious results.



E. E. Lowe
Member Pacemaker Club,
Memphis District, 1918

He got started on Pacemaker-ship in 1913 and nothing can stop him. Order 666 brought him in this year on the 6th of November. His untiring efforts and ability to get his listeners to use the "dotted" line have proved conclusively that he is "there with the goods." He isn't superstitious about the numeral "6". His record is the opposite of his name. It takes a "High" man to stay in the club as long as Lowe has.

Changes in General Sales Department



MR. E. H. BRIGGS

Mr. E. H. Briggs, who has been Executive Assistant at the Home Office for the past year, has accepted the management of

the New Boston District.

Mr. Briggs is especially fitted for the important work connected with the establishment of this new district. He is familiar with the sales condition, having in his early career with the company traveled the territory covering the factory line.

We are all sorry to lose Mr. Briggs from the Home Office, but wish him every success in his new duties.



MR. J. B. SIBLEY

Mr. J. B. Sibley will take up special work in connection with the Boston Office and will look after the engineering of the many factory problems that are involved in the varied industrial lines of New England.

Mr. Sibley is a Bowser engineer of many years' experience. We know he will be successful in his new work.

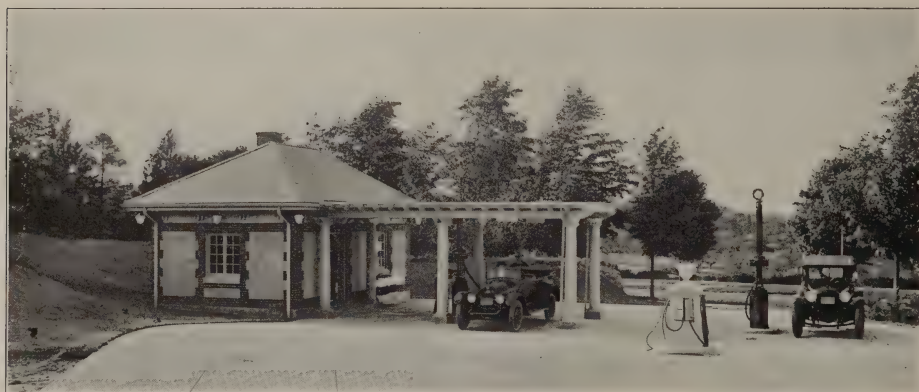


MR. W. M. MANN

Mr. W. M. Mann has been called to the Home Office to take charge of the Collection Department. He brings to this department years of sales experience, which will be very valuable in handling the work. We were glad at the Home Office to have Mr. Mann again located in Fort Wayne, where he has a host of friends. We wish him the best of success in his new duties.



The Jenney Company of Boston certainly have exceptionally attractive filling stations. Their efforts are to make their stations not only attractive but as convenient as possible. This accounts for their purchase of Bowser systems to assure "Service" in every meaning of the word.



The war is over. From this minute on, attention to business is the paramount interest and job of all of you.

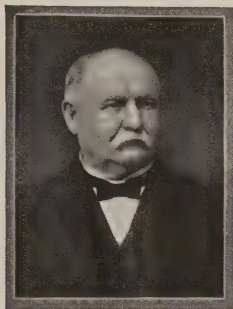
We Americans have prosperity. We can keep our prosperity if the American people consciously demand it—if they get back of keeping our prosperity with the open confidence they showed in *Victory*—if they unmistakably insist that all lesser interests again be put aside and prosperity be made the recognized job of the whole Nation.

The BOWSER organization was prompt in putting its whole energy back of winning the war. It is now going to put every effort back of attention to business.

BOWSER BOOMER

CHRISTMAS NUMBER

VOL. 17 - - DECEMBER 25, 1918 - - NO. 18



S. F. BOWSER
Founder and President

Peace on Earth and Good Will---

To the brave boys who joined the colors of America and her allies to defeat and destroy the autocracy of militarism—peace with honor;

To those whose loved ones made the supreme sacrifice in the service of their country—peace born of noble sacrifice not in vain;

To those who “kept the home fires burning” in the BOWSER organization, who stood fast and faithfully did their duty at home and upheld the hands of their government and the boys “over there”—peace to you brave men, women and children;

To you all, peace that comes to him who has “fought the good fight, who has kept the faith.” S. F. Bowser & Company extends to you its best wishes for a Joyous, Peaceful Christmas and a Happy, Prosperous New Year.

Cordially yours,

S. F. Bowser



EXECUTIVES PACEMAKERS CLUB 1918

For the first time in the history of the "Pacemaker" Club a condition existed this year, in the change of executives.

This condition was brought about by the country being at war, which took from every organization a considerable portion of their sales force.

The original rules of the club provided for any possible resignation or changes and in accordance with these rules the following changes have been effected in the list of executives and directors of the club as originally elected.

T. J. Gibbons, of Washington, originally elected secretary, has succeeded R. Coddington, of Denver, who has resigned.

R. W. Maxey, of Memphis, has succeeded Mr. T. J. Gibbons to the Secretary-ship.

O. T. McKissick, Dallas, Treasurer, has succeeded L. L. Brown, of Dallas, who has resigned.

N. Brown, of Dallas, Director, has succeeded O. T. McKissick.

W. V. Crandal, of Denver, Director, has succeeded R. W. Jewel, resigned.

E. T. Stetzel, Director, of Memphis, has succeeded R. W. Maxey.

In order that you may become familiar with the officials of the "Pacemaker" Club, now in office, we have reproduced their photographs on this page.

Chicago has not as yet elected their director but there are two very close contestants for the honors. We presume one of them will be elected before this issue reaches you.



Directors of The Pacemakers Club at This Writing



B. A. DEFFLER, Director
Tri-State District



C. H. PRIDEY, Director
St. Louis District



C. L. SPEIGHT, Director
Washington District



F. H. PEEPLES, Director
New York District



A. G. HARTGEN, Director
Pittsburgh District



C. M. HUNTER, Director
Atlanta District



M. C. BENHAM, Director
Minneapolis District



H. A. VORTIGERN, Director
Philadelphia District



S. G. ADAMS, Director
Toronto District



E. R. BIRD, Director
San Francisco District



E. S. STETZEL, Director
Memphis District



N. BROWN, Director
Dallas District



A. DE PLACE, Director
Albany District



J. T. PRIDE, Director
Fort Wayne District



W. V. CRANDALL, Director
Denver District

Chicago District Director Not Yet Elected

Performance

The distinguishing feature of Bowser products is their superior "performance." In no class of hand pumps does design and construction count so much as in oil and gasoline pumps.

Constructed of the highest quality of material; designed by experts; built by master workmen; finished by the most skilled mechanics—Bowser products are truly "star performers."

There are Figure 19's of the "original first batch" built 34 years ago still in service, witnesses of Bowser durability.

Kerosene is profitably handled when properly handled.

Oil has the greatest turnover of any merchandise handled.

You are never compelled to give a sale price to get rid of old, "shelf-worn" kerosene on hand.

Turn-over weekly.

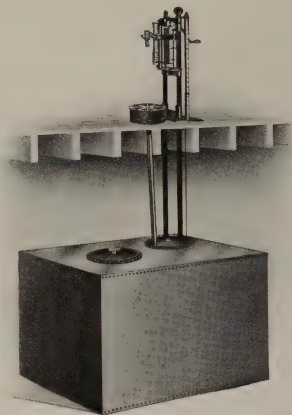


Fig. 19 for Kerosene

The Bowser way insures all the profits there is in the business.

Don't Put on the Brakes

Don't slow up in your effort to get business! Don't THINK or BELIEVE that we have gone the limit! Don't "dig in" and settle down for the Winter. We are NOT fighting a DEFENSIVE fight—we ARE, or should be, on the OFFENSIVE every day, which means going forward—ADVANCING! The fellow who lets up, or "digs in," is through and had better send in his sample case.

You may ask, "What assurance have we for the future?" The future can only be judged by the past and present. First—let us look to our sister organization to the north—Canada. If we had sent as many men, pro rata, to the front as Canada did we would have three times as large an army as the Government planned on. What about business in Canada? They have been coming strong and have now 100% of their quo-

ta. Are the Canadian salesmen better salesmen than our own organization? I do NOT think so. Have they stronger hearts and more courage? This you may answer for yourselves. That is what Canada has been and is doing now.

For the present and at home we know that the prices of all oils have advanced. Proper storage is more important than ever; labor is scarce and costs more money; the Bowser Outfit saves the waste of oil, time and labor, and is, therefore, a greater necessity than ever.

Do the oil companies still sell and deliver oil in your territory? The oil MUST be stored and oil storage equipment is needed more than ever before.

Bear in mind that we must work ALL lines—find opportunities in ALL oils. The Public Garage and Filling Station may not be the leader and a fine volume of business may be secured from other lines.

Most of our failures are due to neglect of very simple principles. We persist in the desire to get something for nothing, to make progress without paying in effort.

Quality pays handsomely; it is the only solid foundation on which to build a business. The customer you get by low prices is here today and gone tomorrow; the customer you get by Quality and Service is bound to you; he is one of the assets of your business.

An officer on board a warship was drilling his men.

"I want every man to lie down on his back, put his legs in the air, and move them as if he was riding a bicycle," he explained. "Now commence."

After a short effort, one of the men stopped.

"Why have you stopped Murphy?" asked the officer.

"If ye plaze sir," was the answer, "Oi'm coasting."

Standing of Forty High Men

Volume of Business December 17, 1918

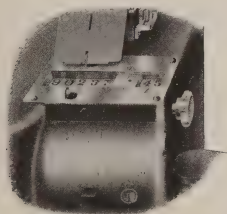
Salesman's Name	Office	Salesman's Name	Office
1. C. C. Fredericks.....	Railroad	21. A. G. Hartgen.....	General Sales
2. W. B. Stamford.....	Philadelphia	22. R. W. Maxey.....	General Sales
3. J. T. Gibbons.....	Washington	23. F. H. Peoples.....	New York
4. W. C. Halsey.....	General Sales	24. O. T. McKissick.....	General Sales
5. W. A. Armstrong.....	General Sales	25. S. G. Adams.....	Toronto
6. C. Wood.....	General Sales	26. D. W. Darden.....	Washington
7. S. F. Taylor.....	General Sales	27. J. C. McKeown.....	General Sales
8. G. W. Scott.....	New York	28. B. A. Deffler.....	General Sales
9. J. J. Connelly.....	Chicago	29. R. D. Leonard.....	Pittsburgh
10. E. L. Milliron.....	Pittsburgh	30. W. W. Scruggs.....	General Sales
11. K. F. Hessenmueller.....	Pittsburgh	31. W. B. Offerle.....	General Sales
12. J. G. Phipps.....	General Sales	32. C. Bennett.....	General Sales
13. C. L. Speight.....	Washington	33. W. M. Booker.....	Philadelphia
14. H. A. Vortigern.....	Philadelphia	34. E. S. Stetzel.....	General Sales
15. C. B. Bremner.....	Toronto	35. N. Brown.....	General Sales
16. C. M. Hunter.....	General Sales	36. J. J. Mack.....	General Sales
17. W. H. Trammell.....	General Sales	37. E. R. Handley.....	Washington
18. W. V. Trandall.....	General Sales	38. B. B. Bates.....	General Sales
19. C. H. Pridley.....	General Sales	39. J. S. Bronson.....	General Sales
20. S. A. Collins.....	General Sales	40. R. A. Dusaute.....	Boston

The Thrift Standard For Commercial Trucks

Manufacturers are as glad to practice gasoline thrift as the government is to have them.

The matter of gasoline thrift in the course of a year means a saving, that in money will total a considerable sum.

The question of mileage to the gallon of gasoline reveals true thrift. This question is answered by a speedometer or meter on the truck which records the number of miles traveled on a gallon of gasoline. This establishes a thrift standard.



Every BOWSER salesman knows as far as storage and distribution goes what gasoline thrift is.

To establish and maintain this standard record, it is necessary for a complete and accurate check on your gasoline. You want the assurance of a serving and a recording mechanism that is reliable.

The installation of a Bowser gasoline pump with recording devices gives this service and does it well.

Let Us Make the "Boomer" More Valuable

In the last issue, there appeared an article from J. C. McKeown on Page 271, illustrating a way, that with the salesman's help, the "BOOMER" can be made exceedingly interesting and valuable.

We want to make the pages of the "BOOMER" a "clearing house" where good sales ideas may be pooled. Factory salesmen also frequently have means and ways of solving sales problems, which ideas are worth passing on.

We have not had enough of this in the past, because we never

realized the value and importance of it. Beginning with the next issue, we will devote a page to material of this kind. We hope every salesman will send us his best sales producing ideas.

The Difference Between Dollars and Ideas

You have a dollar,
I have a dollar,
We swap
Now you have my dollar
And I have yours
We are no better off.
You have an idea,
I have an idea.
We swap.
Now you have two ideas,
And I have two ideas.
That's the difference.

There is another difference. A dollar does only so much work. It buys so many potatoes and no more. But an idea that fits your business may keep you in potatoes all your life. It may, incidentally build you a palace to eat them in!

You have a dollar; I have a dollar; we trade; neither is richer. We exchange ideas—at once both are richer. What you gave you have. What you get, I did not lose.

There is nothing new about pooling knowledge. It is old as speech. Yet, as applied to the "Bowser Boomer" the pooling has been so strikingly lacking that we mention it here.

How does it work? Fine—Try it. Be a giver occasionally
* * *

The wise man knows that he is right but doesn't claim that everybody else is wrong, as well as a receiver.

Knew It Already

"I haven't paid a penny for repairs on my machine in all the ten months I've had it," said the motorist.

"So the man who repaired it told me," said a friend in corroboration.

BOWSER FILTRATION AND CIRCULATING SYSTEMS SAVE TIME, OIL, MACHINERY AND ACCIDENTS

Every Engineer and machine hand knows the danger frequently encountered in endeavoring to oil certain parts of a moving engine. Sometimes the places are so inaccessible that it is necessary to stop the machine or engine, in order to reach them with the oiler.



It takes time to reach bearings that are out of reach from the floor,—to say nothing of the danger involved.

BOWSER FILTERING AND CIRCULATING SYSTEMS effect considerable saving in time. In some engine rooms one man can be dispensed with after a BOWSER System is installed.

Efficiency engineers recommend safeguards that protect life and limb. It is very easy for an oiler to slip on the step, and a slip may mean the loss of a limb or life.

If the oil tender's shoes are wet or if refuse is collected on the step, he takes a chance every time he steps upon it.

In regard to the matter of safety, **BOWSER SYSTEMS** eliminate risks as the flow lines reach all bearings.

Your Oil Storage Problems

might be solved in one-brain solitude, but the surest solution is more likely to come from an interchange of ideas with men who have had the widest experience in successfully solving the most complicated conditions and problems and who have the genius of original suggestion to meet prevailing conditions.

Bowser engineering is always at your service.

"Put it up to Bowser, the men who know."

We have had a number of distinguished visitors at the Home Office recently. Among them were:

B. L. Prince
R. R. Safford
T. D. Kingsley
George McCurdy
H. E. Conn
Griggs Walker
H. C. Carpenter
W. C. Halsey
J. S. Sheehand
J. C. Ward
J. J. Connelly
F. H. Kilver
J. H. Quinn

**BOWSER
BOOMER**

**PUBLISHED MONTHLY BY
S. F. BOWSER & CO., Inc.**
Fort Wayne, Indiana
Manufacturers of Oil and Gasoline
Storage Equipment

C. H. DAVIES, Editor

THE BOWSER BOOMER IS THE MAGAZINE
OF THE BOWSER SALESMEN
OF THE WORLD

It is published in their interests and its view-
point reflects their aims, activities and ideals.

Every salesman is entitled to a copy.

News items, photographs, sales arguments
from all are welcome.

CHRISTMAS NUMBER



The heel of Mars have trod heavily on the world for the past four years, and his sharp cleats and spiked boots have torn and bruised the flesh of Mother Earth unto disfiguration. We thank God that the scourge has at last been lifted and once more we breathe the clear air of a tired but peaceful world. Our Thanksgiving this year was truly grateful for Peace and we extend to all our friends a truly Merry Christmas and a happy New Year.

When it comes to individuals in our organization making quotas, we believe that the "Laurel" is due to our General Manager, Mr. S. B. Bechtel.

He was chairman of the United War Work Relief Campaign with a quota of \$304,400.

This campaign was undoubtedly the hardest of any of the war campaigns as it was conducted after the "Armistice"; conducted in the face of the "Flu" epidemic when public meetings were prohibited and which prevented committee meetings.

Notwithstanding this our General Manager went "over the

top" in the campaign with an excess of \$21,189.00.

If he can do this on a "giving" campaign, we wonder what his field performance would be in an "investment" campaign, such as bonds and "BOWSER" tanks.

Things That Shouldn't Be and Generally Get in the Wind

To some, experience is a headlight; to others it is merely a sternlight, illuminating only the waters of the past.

Eternal aggressiveness is the price of continued prestige.

The reason that some men accomplish more than others is that they attempt more.

It is remarkable what an influence the traveling salesman has on the mental attitude or business thought of the country. The average merchant is consciously or unconsciously affected in his buying policy by the impression he gets from salesmen whom he meets.

The greatest factor for trade disturbance and the factor which alone makes the trade situation uncertain is the human disposition to stampeade as the result of sentiment and this disposition can only be effectually anticipated and prevented by a widespread understanding of the situation by the trade itself and a general willingness on its part to comply with the plain requirements of the situation.

Do not take the "croakers" too seriously. Here is an illustration of how rumors get started. Last week a traveler for a wholesale hardware firm visited a leading merchant in a western town. The merchant is strong financially, has abundant faith in the future of his business. He has a good stock and has booked

well ahead for spring deliveries. His business during the past year has been the best in its history. He is somewhat of a joker, although travelers usually take him seriously. Here is the dialogue which took place in his store:

(Enter wholesale traveler)

Merchant: "Don't think I need anything this trip, prices are going to be shot to pieces now, and I am not going to be caught with high priced goods in stock."

Traveler: "Well, to tell the truth, I don't blame you."

Merchant: "Aha! You feel that way do you? Well, now I won't buy, because when you fellows admit that things are going to the dogs, then I am going to play safe."

(Exit traveler.)

The foregoing is an actual occurrence related laughingly by the merchant to the editor of Hardware and Metal who told us a few days ago. "I would like to see the report made to the house, by that traveler" he said.

The merchant is not going to quit buying. He feels sure business is going to be good, and he knows of several buildings which are to be erected in his town in the near future.

The point is, that at a time, like this, even jokes may be misconstrued, and the remarks innocently made, may cause great missapprehension. Careless remarks by men in the trade, may cause great damage. Travelers above all should not get cold feet, look the facts in the face, and discuss the proposition on its merits. The situation only needs co-operation of the traveler.

This is a time for some of our "too conservative" travelers to come out of their shell and take their part in abating alarm, which is uncalled for and liable to do damage to all branches of the trade.



E. E. Thomas
*Member Pacemaker Club,
Memphis District, 1918*

Order No. 208 brought him into the Pacemaker Club, Nov. 27th. We are mighty glad to see you, add another year to your honors. As a suggestion for 1919 so you can become a P. M. next year "right off the bat" why not "get all of your customers to do their shopping earlier and avoid the rush?" We know you have it in you.

Reputation is made by repetition, and the nature of the repetition determines the reputation.

After the War

Our friend, Mr. C. E. Wood, of Cincinnati, sent us the following clipping from the Manufacturers' Record which is a timely word of advice:

The producer and manufacturer must make every preparation to conduct his business as economically as possible to meet the keen foreign competition for world markets which will begin upon the cessation of hostilities. In order that the American manufacturer may hold his own foreign trade and in the home markets, in competition with foreign-made goods, it will be essential that his production costs be as low as possible.

(Signed) S. C. MASON,
Pres. Nat'l Assn. of Mfrs.

The manufacturer who does not at this time install every proven material or labor-saving device will not be able to compete after the war with those who must sell their products at a very small margin of profit or fail.

"Good Morning Judge"

A certain smart chauffeur had a unique and enlightening experience the other day, or rather night. He was driving uptown and at a crossing barked the shins of a pedestrian with his starboard mudguard. The humble pedestrian called a policeman and insisted that the chauffeur be given a summons. Next morning he appeared at court, bubbling with wrath and faced the judge. "It wasn't my fault, your honor, I was driving slowly and this guy"—"I know, all about the case," interposed the magistrate gently, "I was this guy. Five Dollars please."

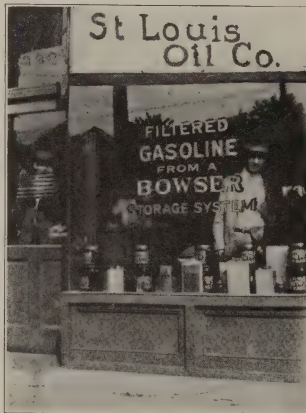
If you want to ascertain how many real friends you have, try to borrow money from each one.

All things come to him who goes after them without waiting.



J. D. Gummer

J. D. Gummer, the Dean of our School of Bowser Salesmen occasionally makes trips as the emergencies arise to nearby cities in the roll of salesman. While one of the salesmen in southern Indiana was ill, a letter came in from his territory from a man who said he wanted to buy an underground tank only. Jake went down on Saturday afternoon and when he came back he had in his pocket a check for \$143.75, a cash order. Jake still has a good sales punch.



ST. LOUIS OIL COMPANY

Note the sign on the front show window of the above Oil Company's store. It is another evidence of the Big Oil Company's appreciation for Bowser Systems and their value in business building.



L. F. Greer

*Member Pacemaker Club,
Dallas District, 1918*

Here's the man from the south again. We are afraid of writers cramp if you keep on coming into the Pacemaker Club. This makes the fourth time for you. Now seriously speaking, we want you to join the Club every year and no doubt you will especially want to join—you know—250, Oh Boy, some Christmas present, Good luck to you L. F.

Prospects in The Building Business

A canvass of about 400 architects, recently completed by the F. W. Dodge Company, disclosed the fact that there is a vast volume of work in the architects' offices, much of which has already reached the stage of "plans in progress." In these comparatively few offices alone the amount of project work runs as high as \$450,000,000. Its division by localities and classes of buildings is shown in the tabulation below:

CONTEMPLATED CONSTRUCTION

(Figures obtained by F. W. Dodge Co. from canvass in New England, Middle Atlantic States and the Middle West.)

City or District	Number of Offices	Total	Industrial and Office Bldgs.	Apts., Hotels, Residences	Institutional, Church and Municipal	Unclassified
New York City	91	\$79,575,000	\$22,420,000	\$11,065,000	\$32,305,000	\$13,785,000
Buffalo	14	3,693,000	970,000	1,648,000	1,075,000	
Newark	8	4,255,000	3,080,000	655,000	520,000	15,386,000
Boston	12	19,816,000	175,000	395,000	3,860,000	
Worcester	7	1,920,000	805,000	210,000	905,000	
East Mass. except Boston	17	3,855,000	770,000	1,515,000	1,570,000	
Maine and N. Hampshire	8	1,400,000	175,000	375,000	850,000	
Connecticut	9	6,089,000	1,845,000	782,000	3,462,000	
Philadelphia	42	42,724,000	14,968,000	13,724,000	14,032,000	
Trenton and Camden	11	3,955,000	675,000	145,000	3,135,000	
Eastern Pa. exc. Philadel.	15	4,215,000	1,195,000	400,000	2,620,000	
Baltimore	18	4,200,000	615,000	1,105,000	2,480,000	
Pittsburgh	42	15,410,000	3,675,000	5,860,000	5,875,000	
Cleveland	19	34,450,000	7,500,000	2,250,000	24,700,000	
Columbus	2	3,535,000	2,525,000	250,000	760,000	
Cincinnati	6	2,005,000	525,000	100,000	1,380,000	
Chicago	42	144,047,000	128,033,000	1,929,000	14,085,000	
	363	\$375,144,000	\$189,951,000	\$42,408,000	\$113,614,000	\$29,171,000

SITUATION IN OTHER CITIES SUMMARIZED AS FOLLOWS:

Detroit and Eastern Michigan—Estimated within a year—2064 projects, including 1,000 small private plans, amounting to over \$50,000,000.

St. Louis—Held up on account of war 55 projects—costing \$4,898,000.

Kansas City—Local architects have and are preparing plans for approximately 50 new buildings—cost aggregating \$20,000,000.

Minneapolis—Offices, store, church, warehouse, industrial enterprises, etc., \$2,420,000, and about \$10,000,000 of school work throughout northwest will go ahead.

Decisions are now being made regarding materials and equipment for an immense amount of construction. And it naturally follows that architects should be informed or reminded without delay of the merits of particular products for use in these buildings.



W. J. Bates

**Member Pacemaker Club,
Pittsburg District, 1918**

"William Jennings" Bates accompanied by his geniality, happy smile and oratory has again gone over the line with a comfortable margin. About a month ago we had a dream about

you and it seemed that you had already signed up more orders than you needed and were still piling them in for good measure. You can imagine how pleased we were when knowledge of your case really came out. This is your fourth year. You are going to make it "five" straight in the first half of 1919.

Kept Guessing

"It is all right to talk about hitching your wagon to a star."

"But the question now is, where can a fellow park an automobile?"

Mr. Griggs Walker, who resigned his position to enter the army secured membership in the "Pacemaker" Club before doing so. He then immediately qualified for a Lieutenantancy in the army. We say, these are some honors for one year's performance.

Just a moment! He is again back on the Bowser Job, since Peace has been declared and if he now qualifies for one of these nice gold pencils that Mr. E. M. Savercool is giving away, his cycle of achievements for 1918 will certainly be complete.

Buckwheat Cakes and Country Sausage

Oh, boy! Some breakfast. This is the season when Bowser Cooking Oil Outfits should be selling like the proverbial hot cakes. Cooking oil instead of lard is now becoming universally used especially for frying as well as for general culinary purposes.

The dealer makes more profit handling it in bulk. He makes most profit when handling it in a Bowser. Up to September 1st this year the Dallas boys sold \$11,318.35 in cooking oil outfits. Uncle Bob Matthews lead the list with \$1,130.60 in sales. Get your share of this business.

Cooking Oil is the most profitable grease that the merchant handles (compare profits with lard, package compounds, etc.)

A Cooking Oil Outfit will make more money per square foot of floor space occupied than anything sold in a store.

The Cooking Oil Outfit should be located in a conspicuous position in the fore part of the store.

A customer entering the store cannot help but notice the fine appearing Cooking Oil Outfit.

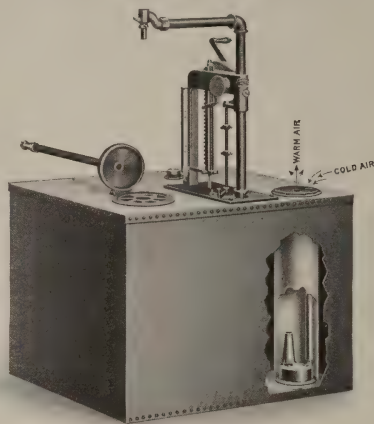


Figure 58. Cooking Oil Outfit.

As an advertisement it has no equal, and will rapidly increase the Cooking Oil trade.

You have five days remaining in which to secure one of those beautiful embossed gold "ever-sharp" pencils which our General Sales Manager, Mr. E. M. Savercool, is so generously distributing to anyone who will sell two Cut 103's before December 21st.

WHY NOT ADD YOUR NAME TO THE LIST OF WINNERS?

There are but seven days left in which to make our quota, and we simply cannot, no matter what conditions assail us, quit now.

You have encountered great obstacles during the last few months, and your efforts to overcome them have been sincerely appreciated. Your success therein must have made a stronger and better salesman of you—more capable of one last great finish for the year.

Seven Days: Don't waste an hour of them! Work fast! Close

every good order! Be enthusiastic! Be optimistic and your prospect must respond. The possibilities of the future are unlimited, and it is the universal opinion of the biggest financial and business men of the country that the business outlook for the future is very bright.

Keep this BOOMER in your pocket. Stare every one of the remaining seven days with its appeal in your mind; then we will be satisfied and so will you.

D. S. JOHNSON.
Western Manager.



F. C. Sears

*Member Pacemaker Club,
Toronto District, 1918*

The only reason Mr. Sears wasn't a Pacemaker last year is because he entered the BOWSER organization too late in the year. However, he has been bringing in the orders at a pretty regular "gait" since and we are expecting even greater achievements next year. While we haven't investigated we feel that Mr. Sears should lead all the BOWSER Knights when it comes to bringing in the "Full Cash."

Bowser Engineering Service

It is a rare business that is not today confronted by at least one oil storage and distributing problem—for instance:

- a continual shortage of oils.
- an increased cost of oil.
- a trend toward waste.
- trouble in distribution.
- an insurance restriction.
- a lack of cost records.
- a need of liquid measuring devices for mixing vats.
- a reclaiming system for used oil.

These and similar oil storage problems when presented to Bowser engineers will result in solutions which practice will prove a gratifying success.

“Put it up to Bowser, men who know.”



Omaha, Neb., December 16th, 1918.

“I wish to take my new gold “ever-sharp” in hand to thank the management and the “old man” for such a beautiful gift.”

I agree with L. P. M., who in his circular letter said he owned one and that there is nothing better, but his is silver, and when purchased, parted with his kale, mine is gold and embossed and I am ahead by the sale.

Yours very truly,

J. A. CONRAD.



Thank You, Mr. Smith

Mr. G. A. Smith, of the Washington District, who was quite ill some time ago, has fully recovered and is on the job as usual.

During Mr. Smith's illness the “Pacemaker” Club sent him some roses which he hereby ack-

nowledges and thanks the members most heartily for their thoughtfulness.

Mr. Smith secured membership in the Club, June 21st. In addition to being an early arrival in the Club he is also an early payer of his dues. He has already sent us his Membership fee of \$1.00.

We hope all of the other members send us their dues, without solicitation. It will save the Club considerable postage.

“Well!”

Our idea of the strongest man in the world is the one who can overcome his smallest weakness.



Mr. H. A. Dudley

Member Pacemaker Club,

Memphis District, 1918

Too bad he didn't become a Bowserite earlier last year, because if we are any judge of a good record for one so young in the organization as he, there would have been a Pacemaker Dudley last year. The start is now made and with the intelligence and capacity he has shown in his work, we are confident of great things next year.

A Prescription

STOP, look and listen. Reason, reflect, think. Can you recall where worry ever helped you?

Worry kills millions, and makes countless others mourn.

Worry is the biggest barrier to business in all the world.

Worry unfits, robs, steals. Worry wastes your energies, saps your vitality and poisons your mind. It has fired the “failure” fellow to do all manner of fool things—made drug fiends, drunkards, derelicts.

There are three degrees in this Order of Worry—anxiety, work, worry.

Anxiety stimulates to action and bridges about an ambition to work.

Work gets results.

Worry is the tie on the track that wrecks. Worry cannot help, and is sure to hinder.

Worry is often caused by biliousness of the brain.

A prescription that will always work is—hard work.



"With malice toward none, with charity for all, with firmness for the right as God gives us to see the right, let us strive on to finish the work we are in."
---Abraham Lincoln.

The Courage of the Rail Splitter Needed Now

Right now we need the spirit of Lincoln when it came to dealing with the steel monitor.

Early in the war of the secession, Ericsson, a Swede, in New York invented a monitor and needed a government appropriation to build it. G. B. Fox, Assistant Secretary of the Navy, said the heavy armor would sink such vessels. "But," answered President Lincoln, "is not that a sum in arithmetic? On our western rivers we figure just how many tons will sink a flat-boat. Can't your clerks do the same for an armored vessel?"

But that was too absurd. Why was it necessary when all rule-of-thumb experience was against such an idea—for there are rule-of-thumb scientists as well as business men?

Congress passed a special appropriation for the purpose, but the naval board, consisting of a commodore and an admiral, condemned the monitor. Ericsson went to Washington and argued the question in the President's presence with this board of naval officers. Again the board ruled adversely. Lincoln overruled the board and told Ericsson to go ahead. The result was the "Monitor," and the subsequent triumph over the "Merrimac." The principle of the armored vessel was practically established.

That was an instance in which the common sense of the rail-splitter, with the memory of his work on a western river, overruled the rule-of-thumb "experts," who obeyed only the law of precedent, but had neither common sense nor open-mindedness toward innovation, as a part of their science. Lincoln's common sense could see no essential difference between the boats on the sea and the boats on the river.

Bowser salesmen need to develop a splendid disregard for the whiner that says: "Can't do it. It can be done."

America's position is strong. She holds the world bonds, large interest charges, will be paid bringing money into the country. She has resources capable of enormous development, and she has a place in the eyes and heart of the world that will stand behind every move she may make in industrial development.

For the present the big task is to be brave, hopeful, and big enough to meet the new situations that can be turned into stepping-stones to bigger and greater things. Pessimism and indifference may turn them into industrial misery.

It's up to you. Meet every situation with a firm resolve to conquer it, and regard every occasion as a great opportunity. Do this and the future has a wonderful development in store for you.



L. B. Gilbertson

*Member Pacemaker Club,
San Francisco District 1918*

"L. B." deserves great credit for making the goal again, this year because he got a late start. In December of last year, he left the organization for a little while, but the temptation to come back and achieve his indomitable ambition was too great for him. He wanted to keep up his Pacemaker record, he having been a member of the club since 1915. We are delighted to have you back and in the Club again Mr. Gilbertson.

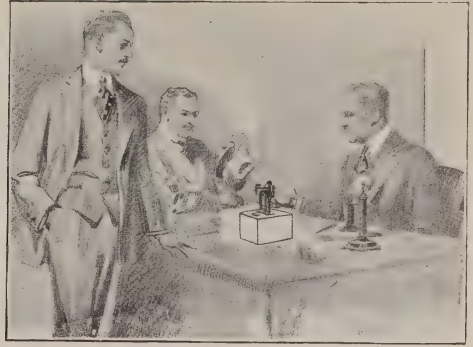


J. O. McCracken

*Member Pacemaker Club,
Pittsburgh District, 1918*

"Mc" made the club a little late this year, but when he did come, he brought a nice little majority over the required number of points. But say young man we want to write you up as an "Executive" next year. We always like "repeaters". Mr. McCracken was a Pacemaker in '15 and '17 a Director in '16. His election this year was on November 15. We believe in "signs" too "Mc." That is—on the dotted lines, so don't fail us on our prognostication.

Boomer Official Photographer on the Battle Front of Business



A Model---To Use or Not To Use A Man's House Is His Castle---So The

Law says. Which probably includes his office—judging by the guards employed.

But if a man's office is his castle, his MIND is his FORTRESS. This FORTRESS of the MIND is what must be captured by salesmanship. It is no easy job.

You may push past the office—castle guards—use any physical means—to get a MAN. The fortress of his MIND must be captured by assault or reduced by bombardment.

It can only be attained by attention, interest, desire and finally INDUCED to SURRENDER by ACTION.

Speech and Thought

Judge Gary, who always speaks deliberately and in a manner fitting the directing head of the United States Steel Corporation says:

"Upon a careful survey of the situation it will be found there are many reasons for believing prosperity in this country should be continued. The United States is the richest of all countries. It possesses one-third or more of the total wealth of the world. It has become the leader of finance and in this respect may properly exercise a commanding influence. Its natural resources are immense and are susceptible of increasing development. If industry is protected and fostered in accordance with its merit the war burdens, even though gradually, will be lifted.

"And with all this is connected the thought that as a net result of the war the volume of cash and cash resources has been increased in a marked degree and

will be extended for purposes of expansion and development in this rich and growing country. Much depends upon the attitude and the speech of men."



Charles S. Sickie

**Member Pacemaker Club,
Washington District, 1918**

Here's an example that should be an inspiration for everyone in the organization. Mr. Sickie's first experience with the Bowser line dates from March 25th of this year and he became a Pacemaker the 16th of November, not only with "just enough" points to get into the club, but with a good margin. It only goes to prove that when one,

once sets his mind on a worthy object of attainment and makes up his mind to do it there can be only one result—Success.

Is there anything in a name? Well we know Mr. Sickie is a sharp salesman and that he will cut it in 1919 and bring in the harvest early.

* * *

Looked the Part

Harry—"I understand Gertrude married a man who made a big fortune by a lucky speculation in soap."

Grace—"Yes, and he disgraced her while they were on their honeymoon."

Harry—"How did he do it."

Grace—Gertrude wanted the other passengers to think an ocean voyage was an old story to them, when her husband almost as soon as they were on board, pointed to a row of life preservers and asked the captain what was the idea of all the extra tires.



Lee Kuhn

Member Pacemaker Club,
Memphis District, 1918

Mr. Kuhn surely has a right to be proud of his record. He had been with the company considerably less than nine months, but that didn't stop him from becoming a Pacemaker in 1916. He's been at it ever since. He must say—"What's the use in stopping now"? All it takes is aggressiveness, hard work and stick-to-it-iveness." With such determination we know he'll make it "5" straight.

He Meant Right

Unlucky Motorist (having killed the lady's pet puppy)—
"Madam, I will replace the animal."

Indignant Owner—"Sir, you flatter yourself."

Mr. M. J. Riding, who covers Fort Wayne had among his orders this week, a fine "twin curb" installation for one of the filling stations in the city. It consisted of a 10-barrel Fig. 107 for gasoline and a two-barrel Figure 243 for lubricating oil.

Mr. Riding is doing his share towards making the "Bowser" famous "at home" as well as abroad.

Don't judge men by appearance. Remember that often under a rough exterior lurks a mighty inner tube.



G. W. Elliott

Member Pacemaker Club,
Albany District, 1918

George Washington crossed the Delaware but he had nothing on our friend "G. W." when it comes to crossing over the line and into the Pacemaker Club. This makes the third time and we're expecting him to keep it up. We are just optimistic enough to believe that Mr. Elliott is planning to beat his 1918 record next year by coming into the Club before July—Success Mr. Elliott.

TALK No. 1

Turning Gravity Into Money

The convenient, economical and rapid handling of both raw and finished products in a large manufacturing establishment is no small matter. BOWSER engineers recommend and provide Gravity Devices wherever safe and practical.

Mr. Bowser realized this years and years ago. It was he who introduced the syphon for use in connection with the handling of oil and gasoline. The BOWSER syphon during its existence on the market has saved untold thousands in time and labor.



*Pacemakers Whose Photographs Did Not Appear in The "Boomer" With
Their Pacemaker Announcement*

We reproduce on this page the likeness of a number of salesmen who have
been previously announced and whose pictures we received
too late to appear with the announcement.



GRIGGS WALKER
Member Pacemaker Club
Atlanta District



J. J. MACK
Member Pacemaker Club
Pittsburg District



M. H. CLARK
Member Pacemaker Club
Dallas District



R. T. WILLIAMS
Member Pacemaker Club
Dallas District



E. B. WIGLE
Member Pacemaker Club
Toronto District



C. S. ROBERTSON
Member Pacemaker Club
Toronto District



C. S. PRICE
Member Pacemaker Club
St. Louis District



J. I. STEENHUIS
Member Pacemaker Club
Memphis District



J. S. WALSH
Member Pacemaker Club
Washington District

PHOTO
NOT
RECEIVED IN
TIME FOR
REPRODUCTION

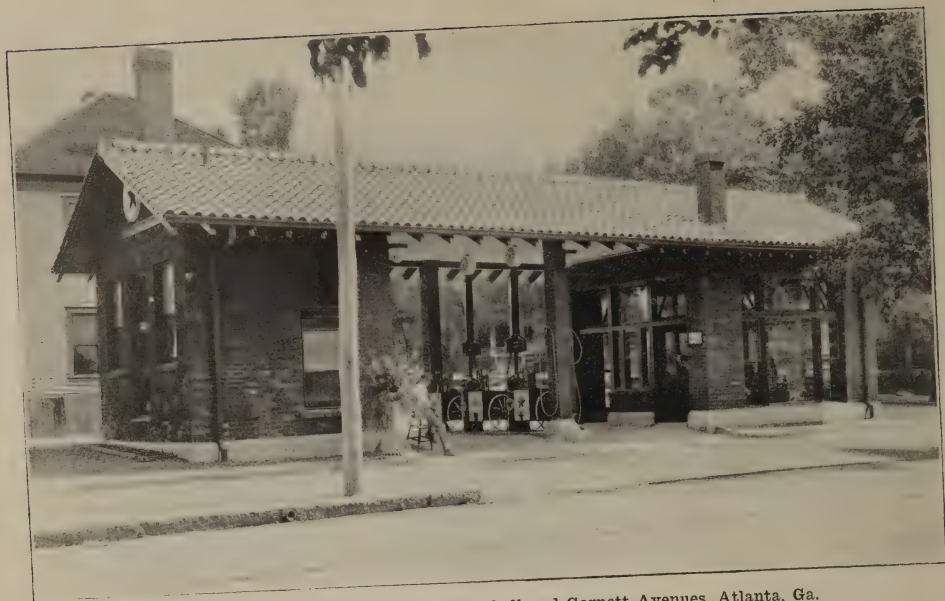
J. G. PHIPPS



G. A. SAMTER
Member Pacemaker Club
St. Louis District

PHOTO
NOT
RECEIVED IN
TIME FOR
REPRODUCTION

H. E. MORGAN



Texas Company Filling Station, Whitehall and Garnett Avenues, Atlanta, Ga.

The accompanying illustrations are of two Filling Stations which the Texas Oil Company has recently installed in Atlanta, Ga. They are equipped with Bowser 102 pumps and Figure 154 Wheel Tanks.

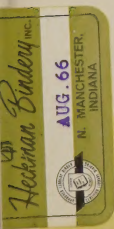
When it comes to a clean cut, high class business organization, the Texas Company, is in class AAA 1. The personnel of their organization, their methods of conducting business and the equipment in every respect are invariably of the highest grade and quality possible to secure.

We are always proud to refer to the Texas Company as large users of Bowser goods.

Our Mr. Frank James did the installation work, connected with these stations in a very commendable and complimentary manner.



Texas Company Filling Station on Ponce De Leon Avenue, Atlanta, Ga.



Heckman, Bradley

AUG. 66

N. WINCHESTER,
INDIANA

